

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 8.

NEW YORK AND CHICAGO, AUGUST 19, 1911.

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FIGURING COST

The Stationers' Association of New York Has Entered on a Campaign to Induce Its Members to do Some Thinking on This Question.

WITH a view of getting its members to consider the question of what it costs them to do business, the Publicity Committee of the Stationers' Association of New York on Tuesday of this week, sent out the following letter:

Gentlemen: We propose to start some thinking on the cost of doing business, meaning thereby the items that enter into the question, for we believe that many of us have something to learn on the subject.

The object being to show what should properly be figured under the head of costs. Then what the proportion is between cost and selling price.

Lastly we are in a position to discuss profits.

This will do you good, if you are not too young to learn. It will do us good, because we like to talk about it and induce others to do likewise. It will do us both good if it results in inducing all stationers, whether members of our association or not, to market their goods so that there is a profit on every sale.

Consider the question of costs. Do you include all of the following under that head?

Advertising Postage.
Bad Debts Rent, whether you own your building or not.
Cash Discounts Repairs.
Commissions Salaries, including partners and corporation officers.
Deductions or Allowances. Shipping and Delivery.
Depreciation of Stock... Traveling Expenses.
Fixtures (Percentage of). Telephone Expenses.
Heat and Light.
Insurance.
Interest on your capital.

If you do not figure all of these, will you tell us why? We may be wrong, and if we are, in your opinion, we think you ought to tell us where we are wrong, and why. This will help us and you also.

That is enough for today. We intend to

issue a small table for figuring selling prices and profits, and will be glad to send it on your request. Of course, we would like to know if you are interested.

STATIONERS' ASSOCIATION OF NEW YORK, Publicity Committee, Theo. L. C. Gerry, Chairman, 75 Broad street, New York City.

Emmett B. Whitney Dies Suddenly

Emmett B. Whitney, traveling salesman for the Tower Manufacturing & Novelty Company, 306 Broadway, New York, died suddenly of heart disease at Lewiston, Niagara county, N. Y., on Wednesday of last week. He was on his vacation at the time and was stopping at the Cornell House in his native town, where he had gone immediately after holding his annual joint exhibit of the Tower lines with his brother Frank P., at 1215 Market street, Philadelphia.

The deceased was 39 years of age and was born in Lewiston, N. Y. He was with Tower's for the past seventeen years, covering Pennsylvania and the South for the house for at least a dozen years.

The interment was at Lewiston, N. Y. He leaves a widow, Mrs. Jenny Tower Whitney, and a son, Tower Whitney, aged 14.

The sudden taking off of Emmett Whitney was due to heart disease which was a result of an attack of typhoid fever which he suffered two years ago and which left his heart in bad condition. The deceased was very popular, being endowed with a disposition that made friends wherever he went. His trade will miss him greatly as he had endeared himself to them through an association of a dozen years.

"A poet, an artist, a genius of any kind never finishes his education. That is true of a business genius, too. In no business today is hard study more necessary than in the stationery business. Stationers in our days are getting beyond the bottle-of-ink stage, and business men are beginning to look to them to supply them with time-saving devices. This is a movement which must inevitably grow."—Exchange

COMMODITY RATES

Among the Articles Upon Which Rates Have Been Reduced For Shipments West of Chicago Are a Number in the Stationery Line.

WASHINGTON, D. C., August 10, 1911.—The Interstate Commerce Commission has handed down its decisions and orders in some very important cases, among them being that of the Commercial Club, Traffic Bureau, of Salt Lake City, in which it has reduced the class and commodity rates from Missouri river and common points, Mississippi river and common points, and Chicago and common points, to become effective on or before November 15, 1911, and among the commodity rates provided are the following, which are to be considered as the maxima for all future shipments during the period of two years.

Books, blank, including school composition books, blank books and tablets for school purposes in paper boxes, minimum carload weight 30,000 pounds: from Chicago \$1.25, Mississippi River \$1.20, Missouri River \$1.

Books, scrap and stub file, boxed, minimum weight 30,000 pounds: from Chicago \$1.25, Mississippi River \$1.20, Missouri River \$1.

Books, not otherwise specified, minimum carload weight 30,000 pounds: Chicago \$1.40, Mississippi River \$1.34, Missouri River \$1.12.

Ink, in glass, stone, or paper bottles, boxed, or in tin cans, boxed or in wood; mucilage in boxes, barrels or kegs, and stationers' paste (not confectioners' paste), straight or mixed carloads, minimum carload weight 30,000 pounds: Chicago 90 cents, Mississippi River 86 cents, Missouri River 72 cents.

Writing paper, flat, plain or ruled, including manila writing, ledger, linen and bond papers, and paper tablets, minimum carload weight 30,000 pounds: Chicago \$1, Mississippi River 96 cents, Missouri River 80 cents.

A. F. TENNILLE.

MARCUS WARD'S LINE

The Fall and Holiday Papeteries of This Well-Known Firm Are Up to the High Standard Set by Its Successes.

A few sample boxes from the Fall and holiday lines of papeteries of the Marcus



Ward Company are shown herewith. In this year's products the company lives up to its well-established reputation for striking effects and novelty of design.

AUTUMN LEAVES.

One of the new style boxes that ought to meet with a ready sale is that known as Autumn Leaves. As might be supposed, the style gets its name from the reproduction of autumn leaves on the box covers. The box, by the way, has a safety check drawer and makes a beautiful appearance.

THE MAYFLOWER STYLE.

Another style in the Marcus Ward line is known as the Mayflower, the covering of which is done in a very delicate combination of colors that is very attractive. A safety check drawer is also a feature of this box.

THE STEAMER TRUNK.

The miniature steamer trunk box which was brought out by the company a number of years ago, and which sold in large quantities for three or four seasons, has again been put back, by request, into the regular line. This box has been one of the most popular ever gotten out by the company. As is well known to the trade, it is an exact reproduction of a steamer trunk used by trans-Atlantic voyagers.

BEAUTIFUL POINSETTIAS.

The poinsettia covered boxes still hold their popularity despite the fact that the



California flower has been much used of late. The company has a line of such boxes that are beautiful and artistic. Another line is a combination of the holly and poin-

settia. These come in two-quire, upright cabinets. The contents of the boxes are tied with silk ribbon to match.

A PERSIAN DESIGN.

A two-quire flat "handkerchief" box that is unique is that having a Persian design cover. This makes a very pretty box that will appeal to quiet tastes.

A VERY STRIKING BOX

With a covering of green cat-o'-nine tails on the outside and a large picture of a beautiful young lady on the inside of the cover, this picture is done in heliotrope inside a gold panel. The paper and envelopes are tied with a pale green ribbon.

The above, it should be stated, are but a few of the new Fall and Winter lines of the Marcus Ward Company, which can be



seen at the company's New York show room, 369 Broadway.

"B. & P." Loose Leaf Line Ready September 1

The new loose leaf line of the Boorum & Pease Loose Leaf Book Company will be ready for the trade in September, according to W. C. Bardenheuer, New York sales manager, and, as with the blank book lines of the parent company, there will be absolutely no exceptions to the rule that orders will be accepted only through the trade. The Boorum & Pease Company has undoubtedly been responsible for the same attitude in the dealer's favor, as taken by many other concerns who sell the stationery trade. The company's policy in starting its new loose leaf line is, therefore, not only to be accepted at its face value, but is entitled to the fullest reciprocity on the dealer's part.

The new line is said to be the most complete of its kind yet placed on the market.

"We have taken advantage of all our years of experience in the blank book business to create stock sizes and styles that will best fit the needs of the average consumer," says Mr. Bardenheuer. "When we display our samples to the trade, in September, we are confident that the experienced

dealer will recognize that the loose leaf business is being standardized as no manufacturer ever standardized it before.

"We have spent many months getting this line ready. Ever since we purchased the Sieber & Trussell business, last spring, we have been planning the best possible combination of our 'B. & P. Standard' and 'S. & T.' lines. The two make a wonderfully

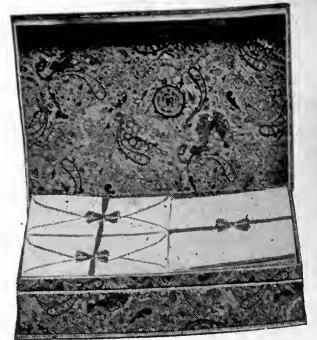


varied assortment of styles; our new catalogue will give the dealer so wide a range that he can sell the customer almost any loose leaf device, right out of stock.

"One thing we will do which we know will please the dealer, and that is the actual carrying in stock, at our New York and St. Louis factories of every single item listed in our catalogues as stock. Instant deliveries instead of promises or excuses is a hobby with us, and we believe it is a good hobby."

"Sympathy Acknowledgments"

Something new in mourning stationery is a very neat looking card cabinet, known as "Sympathy Acknowledgments." These come in four styles, the wording on the cards being different on each. The little boxes contain 24 three-ply Angora finish cards, with envelopes to match, both of which carry a medium border. The cards bear appropriate acknowledgements of the expressions of sympathy received, the



THE PERSIAN DESIGN IN WARD'S LINE.

wording being done in script from copper plates, and the cards are tied with wide, black silk ribbon, the cabinet being covered with white glazed paper with the edges trimmed in black. "Sympathy Acknowledgments" is a product of the Whiting Paper Co., of 150 Duane street, New York.



Crane's Ladies' Stationery.
 Of well-known Merit
 Yield a Profit to Dealer
 Sold by Booksellers
 — and Stationers
Z & W M CRANE
 Dalton Massachusetts U.S.A.

Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



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Standard everywhere for nearly fifty years. 150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York



F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

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Largest and most complete line of STENCIL MATERIALS and DESIGNS. Catalogue containing over 300 illustrations sent on request.

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TYPEWRITER RIBBONS and CARBON PAPER

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NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.

CHICAGO AVIATING

Business Has Been Light This Week as Everybody Has Been Watching the Airmen—Prospects Are Bright.

Western Office, THE AMERICAN STATIONER,
431 So. Dearborn St., CHICAGO, August 15, 1911.

Chicago is in the midst of a celebration which is attracting thousands of visitors from all sections. Aviation week is proving all that was expected of it, and necks have been twisted and stretched to an extent where it is doubtful if they will ever return to normal. Atwood, the aviator who started on a cross-country fly from St. Louis to Boston, dropped down on the aviation field last evening and will resume his journey east this afternoon.

While large crowds are in the city from the outside, stationers have not discovered that it has affected trade in their favor. In fact the reverse is true if anything, as nearly everybody seems to be attracted to the Lake front, and business is reported to be slow rather than brisk. As the vacation season is drawing to a close, however, trade prospects look brighter, and there is every reason for the belief that business will resume activity early in September.

PLANNING TO ATTEND NATIONAL MEET.

No date has as yet been set for the meeting of the Chicago Stationers' Association, which always proceeds the annual meeting of the National Association of Stationers and Manufacturers, which this year is to be held in Buffalo. Doubtless the date will be set in the near future and announcement made later. Quite a number of Chicago members of the association are planning to attend, and the representation from here will doubtless be fully as large as the one which attended the Baltimore convention last year.

Fletcher B. Gibbs could not longer resist

the "call of the wild," and on Friday last boarded a train for Ephraim, Wis., where he planned to remain with his family until Thursday of this week.

Frank D. Waterman, president of L. E. Waterman Company, of New York, after remaining in Chicago for a short time, left on Thursday last for his home. Mr. Tollefson, who is in charge of the Chicago headquarters, is enjoying a vacation on Thunder Bay, Alpena, Mich., and his position is being temporarily filled by Albert Puff, of the wholesale department at the factory, who will remain here until Mr. Tollefson returns.

A. G. Wallace, proprietor of the Ottumwa Stamp Works, Ottumwa, Iowa, is in the city on business, and at the same time is taking advantage of the opportunity of watching the bird men disport themselves on the Lake front.

N. E. Fulton, a stationer of Fairbury, Ill., is in the city on a buying trip.

The stock of the Collins-Goodman Co. is being disposed of at public auction, the sale commencing this morning.

AN AVIATION WINDOW DISPLAY.

The L. E. Waterman Company has a very attractive window display in their Clark street store which is appropriate to the season—aviation week. Fountain pens are hung by threads at various heights and are given a slight motion which gives them the appearance of being suspended in the air without support, as the threads are very fine, and cannot be seen except on close inspection. It is a good hit.

Chas. F. Jackels, representing the New York office of Krusius Bros., arrived in the city yesterday and is calling on the trade here.

C. K. Wadham, representing Z. & W. M. Crane, arrived in the city today, and is already busily engaged interviewing the trade.

Wm. Rodiger, of the Sanford Manufac-

turing Company, has returned from a delightful vacation spent in motoring in the Adirondack Mountains and other portions of New York State.

PLEASED WITH TRIP EAST.

B. M. Thomas, manager of the stationery department of the fair, and Arthur Payne, assistant manager of S. D. Childs & Co., who accompanied Charlie Shearman East on a business and pleasure trip, have returned and are enthusiastic in their praise of the East and everybody who live in that section. They say that they were splendidly entertained on their visit to various factories and places of business, and that the Eastern business men whom they met were uniformly courteous and obliging. They visited some of the paper mills in Holyoke, Mass., and were much interested in what they were able to see on their brief visit. They took several long motor rides outside New York and up the Connecticut valley. The only "fly in their ointment" was the fact that on their one water trip, which was taken on a combined sail and motor yacht, they were unable to run into rough weather, and experience the feeling a person has under such conditions. In fact their boat was becalmed when they were about five miles out, and the motor refused to work as well as the wind, causing them a bad half-hour while the skipper was getting his engine over its sulkiness. Both gentlemen look as though they had received lots of benefit from the trip.

R. G. P. Bugg, representing the Frank A. Weeks Manufacturing Co., New York, is hustling for orders in Chicago, and having plenty of success, judging from reports.

Robert B. Sainberg, the office supply jobber of New York City, announces that he will be in Chicago August 23.

THOMPSON.

Business breakdowns usually occur on trestles of guesswork.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES WHITING'S PAPERS ARE STANDARD EXPERIENCE

is the keystone of success in any business. It has contributed to make us the largest makers of high grade writing papers in America. If you sell correspondence, wedding or mourning stationery, papeteries, visiting cards, typewriter paper tablets, the result of our experience applied to your business will act as an additional factor in making it successful.

An examination of our line will convince you of its many good points.

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

TOWER

MANUFACTURING & NOVELTY CO.
306-308 BROADWAY NEW YORK CITY, N. Y.

IF IT IS STATIONERY, WE HAVE IT

PERPETUAL EASEL CALENDARS

For 110 Years



- 2 B Calendars, $4\frac{7}{8} \times 6\frac{7}{8}$ ". Fancy Brass relief, celluloid front, per dozen, \$7.20.
- 2 2 B Calendars, $4\frac{7}{8} \times 6\frac{1}{8}$ ". Plain brass, celluloid front, per dozen, \$7.20.
- 9 S Calendars, $5\frac{1}{2} \times 6\frac{3}{8}$ ". Red leather, celluloid front, per dozen, \$7.20.
- 1 S Calendars, $5\frac{1}{8} \times 6\frac{1}{4}$ ". In white, red or green leatherette, celluloid front, per dozen, \$2.75.

We also carry a complete line of calendar pads and stands, Dove Diaries, imported line of diaries, daily reminders and personal record memorandum books. Write for price lists.

MILLER BROS.' INK ERASERS are the Standard



Made in
different shapes
and handles
of all styles

For sale by all leading Jobbers and Commercial Stationers

THE BEST

interests of your customers are *best* served when you sell them the *best*. Perhaps you have never sold

SHAW'S BLANK BOOKS

They represent the *best* that is manufactured, not because we make them and ought to know, but because—

Ask any First Class Stationer

The J.G. Shaw Blank Book Co.

261 - 267 Canal Street, New York

1840



1911

TYPEWRITER RIBBONS FOR ALL MACHINES



CARBON PAPER

Typewriter and Pencil for All Purposes

OUR SPECIALTY:

MULTIGRAPH, PRINTOGRAPH, WRITERPRESS

Ribbons with Perfect Match Typewriter Ribbons

Write for Samples and Prices

THE BUCKEYE RIBBON AND CARBON CO.

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"I'll Give You
A Paste"
That contains less moisture
and yet
will remain moist longer
than any other.

U. S. Treasury Paste
A Sure and Quick Stick

Wm. A. Davis Co., Mrs.
Boston

MILES S. RICHMOND, TREAS.

BUSY IN BOSTON

Supplying the Wants of the Tourists Makes the Week a Good One—Commercial Stationers Quiet—School Goods.

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, August 15, 1911.

The past week in the local stationery field was a somewhat surprising week in view of the business done by the majority of the local dealers at a time when the greater per centage of Boston's vacation seekers are out of the city. Of course, this lost population was largely made up for by the numbers of visitors attracted to the city to attend conventions and on sight-seeing tours. These people naturally sought souvenirs of the city, and gave added stimulus to the sale of post cards, souvenirs and novelties. Photographic supplies are the most active line at present, and, while there has been a decided improvement in the tone of general trade, the commercial stationery line has not picked up as rapidly as was expected a week or ten days ago. There seems to be a holding off on the part of the consumer for this class of work regardless of the optimistic sentiment as to the outlook for fall business. The demand for school supplies is becoming stronger, and by the first of the month there should be a big rush on for this grade of goods.

AMERICA'S FUNNY MEN IN TOWN.

There has been a solemn atmosphere in the vicinity of the Hotel Brunswick for the past forty-eight hours. A decided contrast from that of a week ago where hilarity and good fellowship reigned supreme during the visit of the delegates of the Associated Advertising Clubs and Federation of Trade Press Associations. The present solemnity is due to the fact that America's Funny Men and Wits are holding their annual convention, and as convention business is a serious business with them, they have solemnly vowed not to crack a joke or a smile during their five days' session here.

STATIONER GETS BLACKHAND LETTERS.

Ralph S. Bauer, the well-known stationer of Lynn, Mass., is still keeping in the limelight, as but a short time ago it was recorded in this column he was the first stationer known to have made a flight in an air ship, and now comes the announcement that he has been the first stationer to have received blackhand letters, demanding money, which happened to him the latter part of last week. To show his lack of fear of the blackhanders, Mr. Bauer appeared at the appointed place and after waiting a period of time for those who wrote him making the appointment, on penalty of death for failure to keep it, they failed to show up themselves.

G. P. Griffith, representing Andrew Dougherty, the well-known playing card manufacturer of New York, made his initial call on the local stationers during the past week.

Charles P. Randall, Secretary of the Parsons Paper Co., of Holyoke, Mass., was here today introducing a new line of writing papers, watermarked White Rose Linen. The attractiveness of the name and the added quality of the product should make this line a good seller.

Abner K. Pratt, of J. L. Fairbanks & Co., with Mrs. Pratt, is spending the balance of the month at Friendship, Me.

F. I. Brown, who for thirteen years has been connected with the Library Bureau, latterly making his headquarters in New York as sales manager for the concern, and M. F. Howland, who has represented the firm for nine years, have formed a co-partnership and have opened a large store at 125 Federal street, where they will carry a complete line of office supplies and filing systems. These young men are well known to the trade throughout the East, and they intend specializing on the Shaw-Walker line of filing cabinets, being the New England agents for this line.

Ray S. McPike, representing the Wabash Cabinet Co., of Wabash, Ind., was here several days during the past week introducing some new filing devices among the local trade.

John A. Sherman, of the Sherman En-

velope Co., Worcester, Mass., was one of the few representatives to visit the local fields, making his regular call on Thursday of last week. A. A. TANYANE.

Leather Craftsmanship

There is a nice knack in the manipulation of leather that is worth a great deal. One often sees in inferior articles, says Straight-Grain, in "Leather," that the surface of the leather is, to use a shop term, "wobbly," the grain being broken and the general appearance dry and parched, as if it stood in the sun and the bloom has been scorched out of it. The fronts of the pockets of writing cases sometimes look like this, and it gives them quite a cheap appearance. The reason often is: (when the leather is not of inferior quality) that it is glued or pasted all over instead of being worked loose; the knack is to work it loose, only gluing the turnovers and the edge where it is fastened without letting it pucker—another sign of bad work. The way to do this is to bend the board slightly outwards when the leather is fastened on, then when the turnovers are stuck down and the board straightened, the leather is necessarily stretched perfectly flat, and there is no fear either of puckers or broken grain, and it presents for a very long time the new, fresh appearance that can only be summed up in the old woman's words, "Why, it looks as if it had just dropped off a tree."

Perhaps it does not occur to the reader that things properly made ever fall to pieces, but they do. Climatic conditions are sometimes responsible, occasionally the quality of the glue is defective, whilst goods going to hot climates require very special treatment. It is not always a case of bad workmanship, but the workman may be reminded that the grand secret of making glue stick is to always use it hot—the hotter the better. It may also be said that a press is as necessary in the fancy leather shop as it is in the bookbinder's, although a much lighter one serves. This is a thing that is not always taken seriously enough. Everything that can be pressed without injury to the leather should be pressed.



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In Nickel and Brass Finish, latter appeals to your better trade through its attractive appearance

WE CAN OFFER YOU VERY ATTRACTIVE PRICES

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ELBE FILE & BINDER CO., 67 Cortlandt St., New York



GUARANTEE

THERE IS NO BETTER

proof as to the usefulness, reliability and all around excellence of an

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than is to be found in the thousands that are being used and giving satisfaction daily. For binding together papers, light fabrics, ticketing samples, etc., etc., for desk or general office use, they stand alone for real merit.

MADE IN SEVERAL STYLES

If your jobber cannot supply you, write us for descriptive matter and prices of full line. Imprinted matter furnished free.



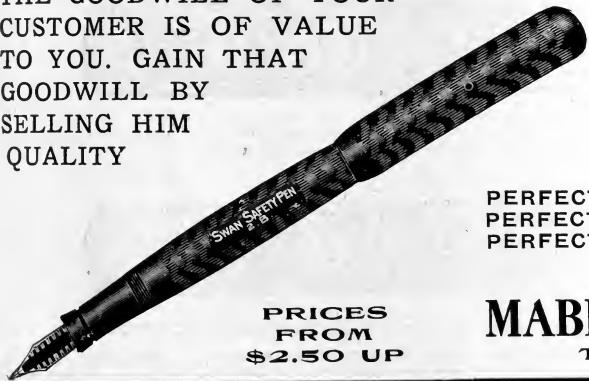
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ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.

THE GOODWILL OF YOUR CUSTOMER IS OF VALUE TO YOU. GAIN THAT GOODWILL BY SELLING HIM QUALITY



PRICES FROM \$2.50 UP

QUALITY


has been our watchword for three-score years and ten. It is the keynote of the success of the

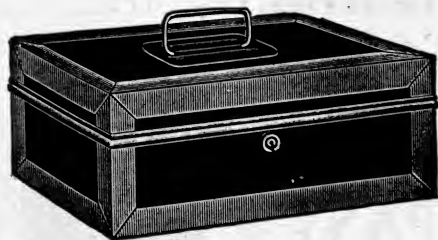
"SWAN SAFETY"

PERFECT GOLD PEN.
PERFECT FLOW.
PERFECT SECURITY.

Mabie, Todd & Co.'s make. "Ladder" under feed. Gold top feed. Patent screw cap bottles the ink.

QUALITY AND HANDSOME PROFITS.
Get Terms and Particulars at once.

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You Cannot Sell What You Haven't In Stock

If you are not carrying a sample line of our

Cash Boxes, Bond Boxes, Document Boxes, Voucher Files, etc.,

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality

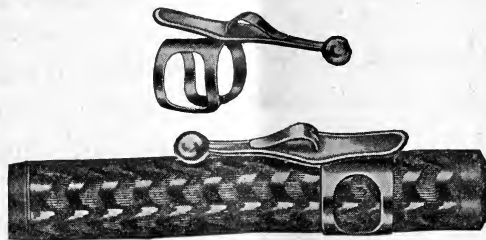
goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co., - Durham, Conn.

The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



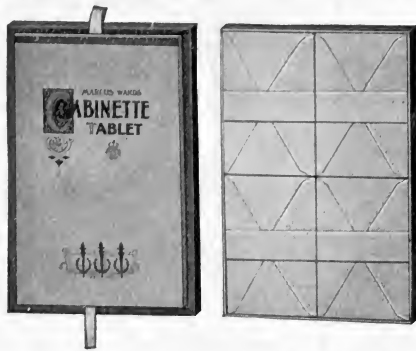
Put up three dozen on a card in assorted sizes.

Sold by all leading jobbers.

L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.

MARCUS WARD'S "COMBINETTE"

(Patent applied for)



The "Combinette" combines, in compact form, a blotter, tablet, envelopes to match and a pen or pencil holder. It will be found invaluable for home correspondence or for travellers by land or sea. Made in two sizes and can be retailed at a popular price.

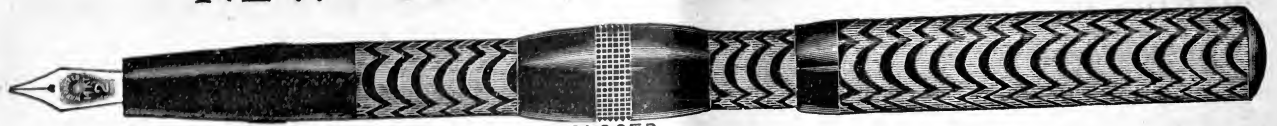
Send a trial order for a dozen of each size.

New York Salesroom
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Telephone 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

Factory and Office
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Brooklyn, N. Y.
Telephone 304 Bay Ridge

NEW "RIVAL" SELF-FILLING PEN



CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.

3 Sizes
Retail
from
\$1.50
to
\$3.50.



OPEN

Plain,
Chased
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Gold-
Mounted.

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

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New York Office and Salesrooms to**

316 HUDSON STREET (Near Spring Street)

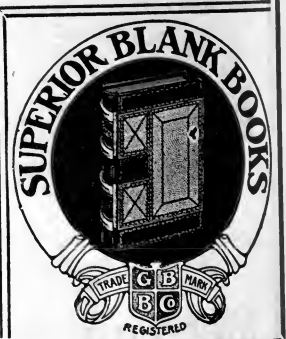
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



ACTUAL SIZE
6 on a card—6 cards in a box

Mammoth Circular Erasers

No. 2080 SPHERE

A big brother to the well known No. 1080—the same inimitable quality—the same shape—differing only in size. The increased erasing surface will be appreciated by those having much use for a typewriters' eraser.

EBERHARD FABER, New York

TRADE ITEMS

Houses handling school goods are now rushed, the demand this year being heavy, with stationers insistent in each delivery. This eagerness to get quick shipments in preparation for the opening of the school year makes the situation worse for the wholesaler, with the result that he and his force are now working nights to keep ahead of the rush. With the exception of school goods the market is rather quiet, it being a little late for any vacation trade and a little too early for the regular fall trade. In a few weeks the travelers will soon be heard from, and at about the same time people will be back from the country in order to send the children to school. Till after Labor Day trade in general will, it is expected, continue rather quiet.

The Associated Specialty Co., of New York, was incorporated last week, capitalized at \$10,000. The incorporators are: Alexander P. Falconer, 1857 Anthony avenue; Archibald C. Falconer, Bonnie Castle, St. Nicholas avenue and 191st street, and Herbert E. Listman, 601 West 137th street, all of New York City.

Judge Ray, of the United States District Court, sitting in New York City, has been petitioned to declare Augustus N. Clapp, a former Maiden lane bookseller and stationer, a bankrupt. The petition is filed by three creditors who allege that Clapp has paid certain creditors in full, with intent to prefer them. Clapp has been given twenty days in which to file an answer. The creditors are: B. Shackman & Co., \$265; Boorum & Pease Company, \$262; Henry Bainbridge, \$113. All are New York firms.

The Pascher Lithographing Co., of New York, stationers, lithographers, etc., was incorporated last week, capitalized at \$15,000. The incorporators are: Joseph Pascher, 250 Third street, Hoboken, N. J.;

Cornelius G. Hastings, 327 Palisade avenue, West Hoboken, N. J.; Charles C. Marshall, 2239 Tiebout avenue, New York City.

At a meeting of the board of directors of the Automatic Tag & Printing Co., 617 Commerce street, Philadelphia, held last week, Charles A. Connell and Charles Hodge were elected president and assistant treasurer and secretary, respectively.

A report giving the results of the comprehensive inquiry recently made by Postmaster-General Hitchcock into the cost to the railways of mail transportation was submitted to the Speaker of the House of Representatives this week. The investigation disclosed for the first time the cost of carrying mail in comparison with the cost of carrying passengers and express. It is also the first report to show the relationship of the cost of mail transportation to the revenue derived by the railways from this service. While many of the railways, and particularly the larger systems, are deriving heavy profits from mail transportation, it is shown by the report that certain of the lines are actually carrying the mails at a loss. Mr. Hitchcock has embodied in the report a resolution to Congress for a radical change in the method of fixing railway mail pay. He urges the abandonment of the present plan of fixing the compensation on the basis of the weight of the mails carried, a plan that has proved to be exceedingly expensive and altogether unsatisfactory as a basis of adjustment.

The United Brethren Publishing Company, of Dayton, Ohio, is making rapid strides and expects within the next year or so to become one of the largest general printing, publishing and bindery concerns in the United States. It already occupies an eight-story printery on Fourth street, that city. General Manager Funk this week sent the heads of departments to all of the large cities in quest of ideas. This plan followed a trip East by Mr. Funk, who believes that to prepare for the future and

make the plant a national institution, the various managers should be in touch with all that is newest and best in the printing trade. It will be the aim to enter largely to the best trade in catalogues and general printing and binding.

The Bureau of Supplies and Accounts, Navy Department, has announced that tests will be commenced by the General Storekeeper, Navy Yard, Brooklyn, about September 1, for the purpose of providing a list of acceptable typewriter ribbons and carbon paper for the use of the department during the calendar year of 1912. All manufacturers of typewriter ribbons and carbon paper, including those who may have submitted samples for the calendar year of 1911, are invited to submit samples of their products to that officer not later than September 1, 1911, for such tests as may be prescribed by the department. It is also suggested that manufacturers of typewriter ribbons and carbon papers should communicate with the General Storekeeper, Navy Yard, Brooklyn, N. Y., as to the kinds and number of samples which are to be submitted in these tests.

It will interest the trade to learn that A. W. Faber is having painted along the lines of leading railroads, entering New York and New Jersey, a railroad bulletin, 48 feet long and 10 feet high, advertising the "Castell" pencil. This bulletin shows a picture in colors of the knights, and a large Castell pencil, with the words "A. W. Faber, Castell, established 1761, the standard of pencil excellence." This method of advertising should no doubt greatly increase the sale of the popular Castell pencil.

American manufacturers and exporters already interested, or likely to be interested, in the Australian market will find in a handbook just issued by the Bureau of Manufactures, Department of Commerce and Labor, a fund of valuable information regarding the resources, industries and trade of that country. Australia now pur-

THERE ARE LARGE SALES AND GOOD PROFITS FOR YOU

in Hurd's Fine Stationery. These lines are more popular and profitable than ever before.

Your customers know Hurd's Fine Stationery and want it. It wins on sight by its fine appearance and holds your trade by its superior and distinctive quality. It appeals to the quality trade.

Pastel Blue and Pastel Brown are proving popular from the very outset. They are made in Lawnette and Lawn Finish.



GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

chases \$250,000,000 of foreign goods annually, one-half of which comes from the British Isles and only about one-tenth from the United States. In the 126 pages of the booklet will be found answers to many of the questions that business men of this country ask in regard to what Australia produces, sells and buys, and what kind of goods are suited to that market. Copies may be secured by application to the Bureau of Manufactures.

The Columbia Ribbon and Carbon Manufacturing Co., of New York, was incorporated last week, capitalized at \$40,000. The incorporators are: H. S. Kirby, A. S. Mitchel, F. J. Gunther, all of New York.

An advertising blotter is the latest of the L. E. Waterman Co.'s publicity moves. These were sent out to the trade this week. On the glazed side there is a life-size reproduction of a man's hand holding an "Ideal" fountain pen. The position of the hand shows "the correct way to write."

No. 4 of Volume III of Progressive Papers, issued by the American Writing Paper Co., contains much good material about the manufacture of paper that should interest such large handlers of paper as stationers. Progressive Papers is issued bi-monthly in the interest of the company.

An "Ideal" of Usefulness

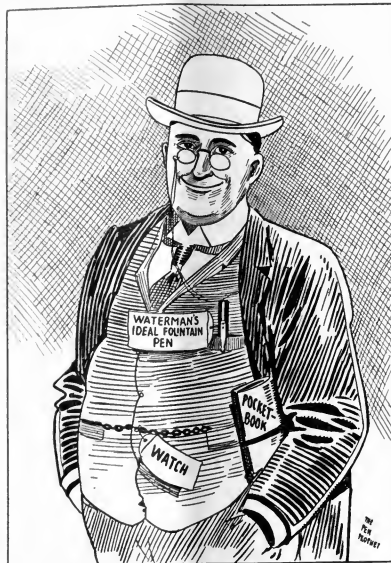
The following is one of many that are constantly being received at the New York office of the L. E. Waterman Co.:

"To the L. E. Waterman Co.

"Dear Sirs: In justice to you I feel in

bounden duty to write and let you know the service one of your fountain pens has rendered me.

"Thirteen years ago this pen was given to my uncle as a gift. He used it constantly until three years ago when he gave it to



DO YOU KNOW THIS MAN?

me. Lucky day! Since then I have never used another pen. For thirteen years this pen has been used, and the pen point never changed. Today it is as good as new, and to lose it would be to lose an old and faithful friend.

"I write you to show my keen appreciation of the value of the Waterman, and would be glad if you use this letter as an

advertisement without, of course, my name. "Long life to the Waterman! It is my 'Ideal!'"

"Yours very thankfully,
"E. C. B."

Quality vs. Quantity

Mr. D. E. Paris, advertising manager of Hampshire Paper Co., and for years an advertiser in THE AMERICAN STATIONER, in a recent letter on the subject of circulation, writes:

"Just how some publishers are able to pull the wool over the advertiser is more than we know unless the advertiser himself is grossly ignorant.

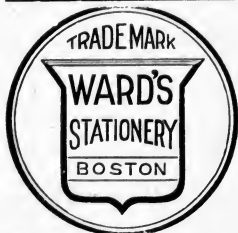
"In the case of THE AMERICAN STATIONER, we do not regard the actual circulation as being so valuable as the fact that it has a decided influence in its field. We do not know whether THE AMERICAN STATIONER sends out two thousand or eight thousand copies, but we believe that those copies that it does send out are, in a majority of cases, read."

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



IT'S THE REPEATS THAT PAY

The first sale is merely the introduction. It's the repetition of that first sale to the same customer that pays.

WARD'S—"A LINE A DAY"

Made in 42 Styles **BOOKS** Made in 42 Styles

will prove so valuable and interesting to your customers, that they will come again and bring their friends. Ward's "A-Line-a-Day" Books have created more substantial trade for Stationers than any other specialty. They are only one of many of our trade makers.

WARD'S SAMUEL WARD COMPANY BOSTON

57-63 FRANKLIN STREET
New York—621 Broadway. Chicago—167 Dearborn St.
San Francisco—833 Market Street.

REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of

ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's New Double Tongue Metal Clasp Envelope and the

Sherman Linegraphic Envelope. Send for Samples and Prices of Sherman's New Double Tongue Clasp.

SHERMAN ENVELOPE CO.,

WORCESTER, MASS.



PERSONALS

Charlie Udell, of the stationery house of L. D. Udell, 84 Bleecker street, New York City, met with a severe accident last Sunday at Sag Harbor, L. I. He was in the act of stepping off a boat at that place when he fell through an open gangway, breaking his leg. He is now at St. John's Hospital, Long Island City, and his many friends in the trade will be glad to learn that he is reported as doing nicely.

Paul Driver, of Mittag & Volger, Inc., makers of carbon papers and typewriter ribbons, has been spending the past two weeks at the concern's headquarters, Park Ridge, N. J. He is the same old "Oom" Paul, and looks fit enough for another active campaign on the road, having left for the Southwest, Mexico and the Pacific.

A. J. Harris, catalogue overseer for the Weaver Manufacturing & Novelty Co., 306 Broadway, New York, returned this week from a vacation spent at Highlands, on the New Jersey coast.

Fans Take Notice

When the baseball fan who can't get away to the game and feels that he has sustained an irreparable loss in missing one of the series, or anything else of that deplorable nature happens to curtail his joy of living, he can find a great deal of consolation in reading Charles E. Van

Loan's book, "The Big League," (Small, Maynard & Co., \$1) and seeing, in his mind's eye, some of those stirring scenes which go so far toward making him think life is worth living. Mr. Van Loan knows baseball from backstop to field fence, and he has the breezy newspaper style which is necessary to make baseball reading worth while.

His book is a series of sketches of games and players with no little of something else than mere ball-playing, and he puts in the artistic and sentimental touches most deftly. It is all fiction, of course, but only the experienced fan would know whether it was fancy or the real thing. Among the characters portrayed are the Crab, the Low Brow, the Fresh Guy, the Quitter, the Cast-off, and others, all of them known in ball circles, and all of them equal to furnishing a chapter to a writer who has handled them in the actual performance of his daily work. Mr. Van Loan knows his people and their ways, and from the facts that have come within his ken he has constructed his fiction.

It is therefore natural, or realistic fiction, and, as before stated, the fan who can't get to a game for one reason or another would do well to keep "The Big League" on tap and go to it in the depths of his dire disappointment. He may not be able to see the actual players, but he can, with small effort of the imagination, think he is seeing them, which is more

than can be truthfully said of a great many characters one finds in fiction these days of making characters to fit a story rather than making a story to fit the characters.

OBITUARY

HAMILTON ADAMS.

In the death of Hamilton Adams, familiarly known as "Ham" Adams, Washington, D. C., has lost one of its pioneer newsdealers, who succumbed to heart failure in Atlantic City on Friday last. He entered upon his business career immediately after his graduation from the public schools, entering the cigar and newsstand and stationery business in partnership with his brother, J. Bradley Adams, and since the death of the latter he continued the business in his own name. The property in which his business is located was purchased some eighteen months ago by his brother, Byron S. Adams, a well-known printer, also a resident of this city. During his recent illness the business was conducted by his two sons.

A single idea that is converted into action is doing better service than a thousand ideas that are unexpressed.

A menial job that brings in real cash pays more bills than the high-salaried position in prospect.

MADE IN BERKSHIRE QUALITY**BERKSHIRE LINEN FABRIC**

A fabric finish paper of the highest order

HIGHLAND LINEN

Widely known and in popular demand

KARA LINEN

Of excellent quality and moderate price

ROYAL YORK VELLUM

For Announcements and Invitations

**Standard
Efficiency**

Writing Paper produced where conditions are perfect and under the direction of skilled and artistic experts in paper manufacture.

**Reputation
Results**

A uniformly high standard strictly maintained. The approval of critical and satisfied users. Permanent and profitable customers for the dealer.

Manufactured in ream goods, pound packages, papeteries, tablets and in all the fashionable shapes and styles.

Eaton, Crane & Pike Company

PITTSFIELD, MASS.

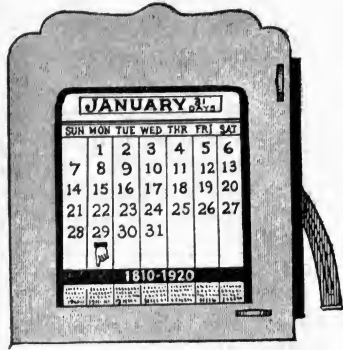
New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

PERPETUAL CALENDARS

On page 9 of this issue the Tower Manufacturing & Novelty Company, 306-308



Broadway, New York City, N. Y., shows its new line of perpetual easel calendars for 110 years. These calendars are something entirely new on the market. It not only gives the day and date of the year, but gives it from 1810 up to 1920.

It is the only one of its kind on the market. It is ornamental and very useful. The 2 B, 9 S and 1 S have different quotations. The company has also just issued a list showing a complete line of calendars and stands it carries; it also gives the descriptive list of the Dove diaries and imported line of diaries, daily reminders and personal account memorandum books. Stationers interested in this line should write for the company's new price list.

ELBE FILE AND BINDERS

The Elbe File and Binder Company, formerly of 86-88 Fulton street, is now located in its new factory at 67 Cortlandt street, New York City.

The company besides manufacturing the



Elbe files and binders, a cut of which is shown herewith, manufactures other stationers' specialties. Among them, staples for the Hotchkiss binders, a special mention of which is made elsewhere in this issue.

The company will manufacture all of the well-known Elbe specialties at the address given where it has installed the most modern machinery and equipment necessary to fill large and small orders and to ship same promptly. The company has prepared a new catalogue which will soon be ready for the trade. Stationers are invited to send for copy of same.

The Elbe binder can be used in many ways. It is made to hold sheets from 100 to 500 firmly and securely. To operate, all that is necessary is to press buttons attached to tape, pull tapes back and insert sheets, after inserting the sheets the tapes are pulled together again as indicated in the cut and the sheets are then bound firmly and securely. The company will be glad to supply further particulars regarding its



UMBRELLA HOLDER—TOWER MFG. CO.

line upon request to them at the address given.

UNIQUE LETTER OPENERS

A new line of letter openers just received by A. L. Salomon & Co., of 345 Broadway, New York, is known as "The Latest Novelty," which title, by the way, the goods richly deserve. They are made of ivory, the handles being done in imitation of the bodies of alligators, fish, etc. Some of the handles are decorated with little images of mice, white or brown, horses, dogs, elephants, etc. The whole line is done in contrasting colors that increase their beauty.

Two numbers in this line are worthy of special mention, as, in addition to being letter openers, they are also pencil holders, the alligators holding in their mouths little lead pencils having the head of pickaninnies or some other design. These letter openers



ASSOCIATES

It may seem an unusual business method to some but it is a fact that to most of our principal customers we are not merely manufacturers, we are their business associates. We work together as if we were partners. The result is that their customers get exactly what they want. Errors and complaints are reduced to a minimum and naturally the orders grow bigger and more numerous. That is probably why we are the largest manufacturers of Carbon Paper in the world. We do not sell direct to the consumer.

Manifold Supplies Co.

A. L. Foster, Pres.

O. G. Ditmars, Vice-Pres.

180 Third Avenue

BROOKLYN, N. Y., U. S.

"Goods Well Bought are Half Sold."

Goods Well Bought and Attractively Displayed are Entirely Sold.

You Like to Buy Goods Marked in Plain Figures, Do You Not? So Do Your Customers.

Many a Sale Has Been Lost on Account of the Price Not Having Been Plainly Marked in the Show Window.

Some Prospective Customers are too Indifferent or too Timid to Enter a Store and Ask the Price of an Article, that, if Plainly Marked, would Result in a Sale.

Many Windows that would otherwise be Exceedingly Beautiful, are Ruined by Unsightly Display Cards and Price Tickets.

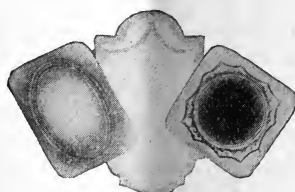
Live, Up-to-date Dealers, Find it Greatly to Their Advantage to put Their Wares Before Their Customers in Such a Manner that is is Difficult to Resist a Purchase.



S-1



S-2



S-3

Price Tickets

No. S-1. Size 2½ inches x 2¾ inches, printed in red and black, with fancy border on enameled stock. Assortment contains five hundred pieces, thirty each, of 5c, 10c, 15c, 25c, 35c, 50c, 75c, \$1, \$1.50, \$2, \$3, \$4, \$5, 9c, 19c, 23c, 29c, 39c, 49c, 98c, 69c, \$1.48, \$1.98. Price per assortment of 500, 50 cents.

No. S-2. Size 3½ inches x 5½ inches, printed in assorted colors and gold, and embossed on heavy fine stock. The embossing is very deep. Corners are rounded. Assortment contains one hundred assorted colors and prices from 5c to \$5: 5c, 10c, 15c, 25c, 50c, 75c, \$1, \$1.25, \$1.50, \$2, \$2.50, \$3, \$3.50, \$4, \$5. Price, 75 cents.

No. S-3. Fancy embossed and cut-out shapes, hand-colored, no printing. It is the intention that these shall be used for persons desiring to mark their own prices. Put up one hundred assorted in a box, assorted shapes and colors. Price, \$1.00.



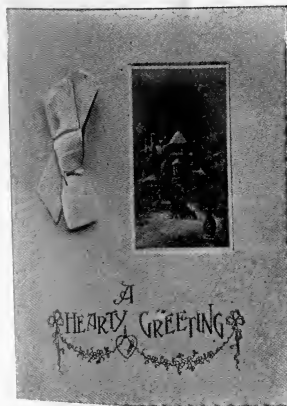
S-10½

Window Display Show Cards

No. S-10½. Size 11 inches x 14 inches, beautifully printed in colors and gold, and embossed, representing oak and other frames, also ornamental designs. Put up twelve assorted in a package, bearing the following wordings: "Guaranteed Qualities," "We Cut Price not Quality," "Special Sale Today" (Tablets), "Special Sale Today" (Box Papers), "Special Sale Today" (Toilet Paper), "Special Sale Today" (School Supplies), "Special Sale Today," "Stationery for social usage is not adapted to business purposes, nor should social acknowledgments ever be sent on business paper," "Easter Novelties," "Valentine Novelties," "Holiday Novelties in Large Variety," "Correct Styles." Price, \$1 per assortment of 12.

No. S-11. Same as No. S-10½, but without any wording whatever, so that show-card writers can do their own lettering. Price, 60 cents.

Other designs in show cards, beautiful cut-out shapes, hand-colored, embossed, etc., also mounted on stretchers, lettered by hand, in any wording desired, at 50c, 75c, \$1, \$1.50 and \$2 each.



The Rose Private Greeting Card Albums

ARE NOW READY FOR DELIVERY

We can accept a very few more agents. Full particulars will be sent upon application.

Cards and Price Tickets described above are for sale to the trade by The American News Company and its Branches; A. C. McClurg & Co., Chicago, and all leading jobbers. If your jobber does not carry the line, advise us, and we will see that your wants are supplied.



THE ROSE COMPANY

ART PUBLISHERS

914 Walnut Street - - Philadelphia, Pa.

can be retailed at 25 cents each, the price to the trade being \$2 per dozen.

"ROSE" PRODUCTS

The Rose Company, of 914 Walnut street, Philadelphia, is now showing its line of varied products which deserve the attention of the trade. The company manufac-



tures Christmas cards, booklets, art calendars, talley and dinner cards, post cards, price tickets, window display show cards and the celebrated "Rose" private greeting card albums.

The company's window display show cards are made especially to meet the requirements of stationers, and are beautifully gotten up, being printed in colors and gold, and embossed, representing oak and other frames; also ornamental designs.

The cards in Style No. S, 10½ are 11 x 14 inches, and are put up twelve in a package, bearing lettering particularly appropriate to the stock carried by stationers. Another style of cards come in beautiful cut-out shapes, hand-colored, embossed, etc., lettered by hand, and with any wording desired. Still another style that should have a large sale is the one without any wording, thus affording the stationer the opportunity to fill them in as desired.

In price tickets the Rose Company has a very large assortment that are adapted to nearly all the goods carried by stationers. They come in various colors and shapes, plain or ornamental to suit the character of the goods.

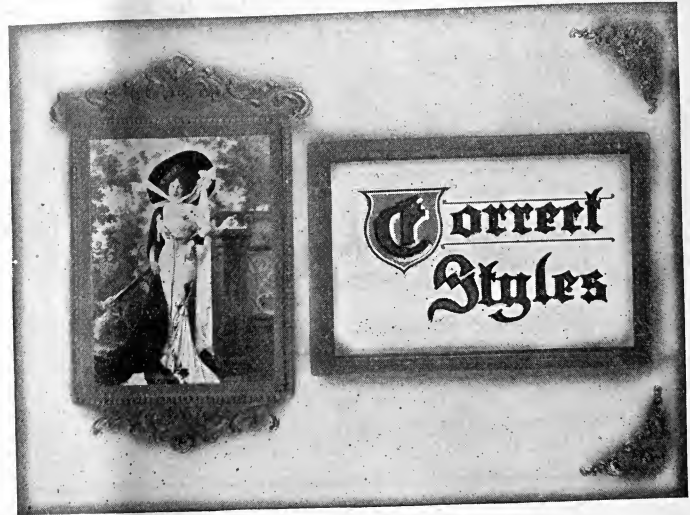


SAMPLE GREETING CARD.

Private Greeting Cards, such as the company makes, are growing in favor every day. The albums for these cards are now ready for delivery. Full particulars of the company's various lines will be furnished on application.

NEW HOTCHKISS STAPLE

The Elbe File & Binder Co., 67 Cortlandt street, New York City, is offering to the trade in addition to its regular nickel finished staples for Hotchkiss No. 1 machines a brass finished staple costing but five cents a thousand more, which is sure to meet with a ready sale because of its attractive appearance. The company specializes on these staples and guarantees them, besides being able to quote very attractive prices. In lots of 500,000 the



SAMPLE WINDOW DISPLAY CARD—A ROSE PRODUCT.

staples can be imprinted. Dealers are requested to write the company for prices and all such inquiries will receive prompt attention.

MUCILAGE STAND

A new "Victor" product is a mucilage bottle made of crystal glass having a metal cover, enameled top and good bristle brush. This stand is well made, substantial and makes a good appearance, as the quality of the materials and workmanship are of the best. The chief feature of the new stand is a wipe-off bar so placed in the mouth of the bottle that the mucilage will not clog. The Victor mucilage stand is for sale by the Weeks-Numan Co., 39 Park place, New York.

BOOK RACKS

Every stationer who sells bookracks should see the six-piece assortment put up by the Tower Manufacturing and Novelty Company, 306 Broadway, New York. This assortment, No. 713/6, consists of six different style extension racks, measuring 4 x 5 x 18 when extended. They are made of solid brass in the rich Colonial finish. No. 713/6 costs the dealer \$10.80 per dozen and will retail at from \$1.50 to \$2 each.

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.

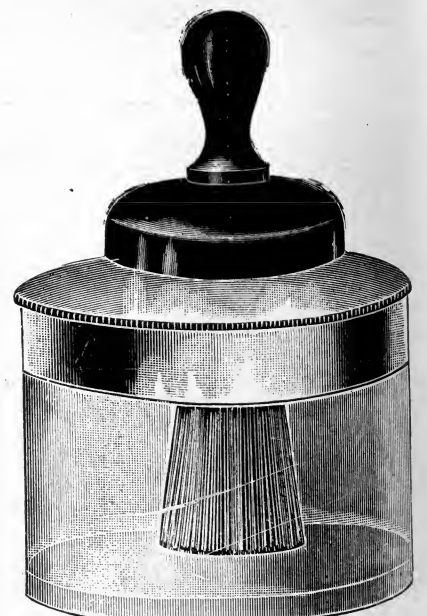
UMBRELLA HOLDER

Although the rain falls "on the just as well as the unjust," they both will need something in which to place their umbrellas, and the handsome Colonial brass jar shown by the Tower Manufacturing & Novelty Co. at its holiday display rooms seems to be the right article.

The Colonial stands 22 inches high with eleven-inch top and base, has solid brass lion heads and rings and is made in the rich Colonial finish now so popular. While

this is a good \$5 retail value, it costs the dealer \$2.40 each.

The Chicago sales force of the Carter's Ink Company has secured a very acceptable addition in the person of R. E. Lane, until recently with the Irving-Pitt Mfg. Co., of Kansas City. Mr. Lane has long been connected with stationery lines, and has a wide acquaintance among stationers in



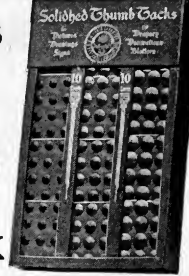
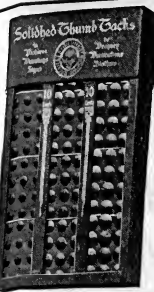
VICTOR MUCILAGE STAND.

different fields, which will be of great help to him in his new position.

It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



RELIABILITY

In selecting a Postal Scale, the one important thing to consider is reliability.

The Pelouze Postal Scales stand for both durability and reliability. They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

They will soon pay for themselves in stamps saved.

Every scale warranted.

For sale by leading dealers—Insist on getting a PELOUZE Scale.

WRITE FOR CATALOGUE



- National 4 lbs.
- Union 2½ lbs.
- Columbian ... 2 lbs.
- Star 1 lb.
- Crescent 1 lb.



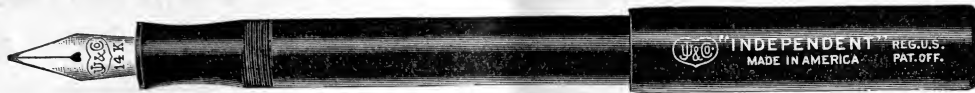
- Mail and Exp.16 lbs.
- Commerelal ..12 lbs.
- U. S. 4 lbs.
- Victor 1½ lbs.

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50

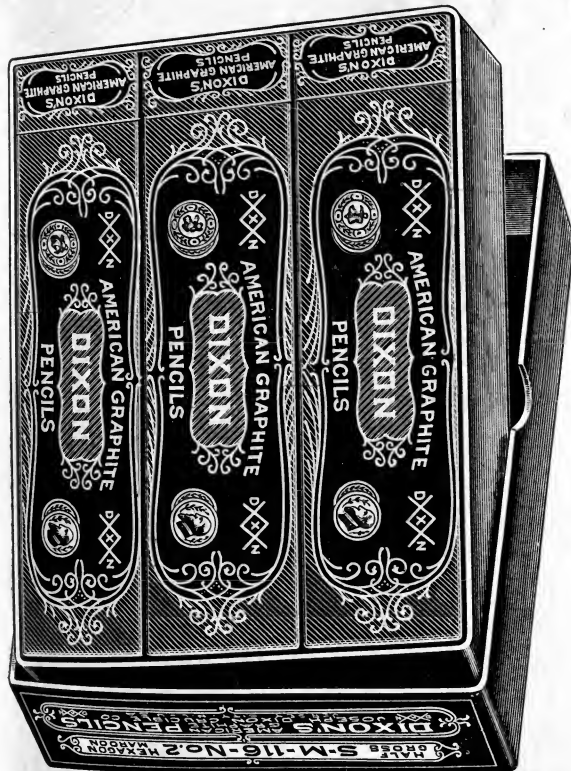
With No. 2 Gold Pen.



\$2.00

With No. 5 Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS. WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE. **J. ULLRICH & CO.** NEW YORK CITY 27 THAMES STREET.

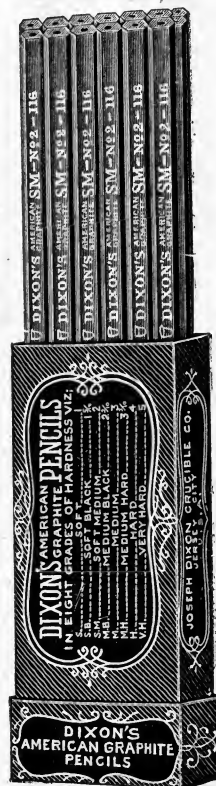


This illustrates the new packing of the

Hexagon Maroon American Graphite Pencils

The dozen boxes are beautifully embossed in gold and the pencils are the same choice quality of leads and finish so long and favorably known to the trade. The price remains the same as heretofore.

JOSEPH DIXON CRUCIBLE CO., Jersey City, N. J.



WINDOW CARDS

Stationers Should Now Prepare for the Fall and Holiday Trade—Some Suggestions for Show Cards That May Help.

We wish to acknowledge the receipt of a few suggestions for window display cards from the Hyde-Pierce Co., of Richfield Springs, N. Y.

This company believes that to get best results cards must carry the price at which the goods are sold. Two of its cards, in

First Class Embossed Stationery is a Luxury.

The Best Usually Sells At One Dollar a Box.

This is the Best Quality, Priced for a Limited Time at Fifty Cents.

The Celebrated "GLADSTONE" Linen.

One Pound of Paper and Seventy-five Envelopes for Fifty Cents.

A Better Proposition than Gold Dollars at Half Price.

the style it has found successful as business-getters, are reproduced in the first column. Effectiveness by Wm. Tyrrell & Co., of Toronto. It will be recalled that a number

"The Book-shop"

Etiquette and convenience have jointly settled upon certain sizes of paper for certain uses. You can rely upon our knowledge and experience in such matters.

Wm. Tyrrell & Co.

The other two cards shown on this page are samples of those used with great effect of the Tyrrell cards have already been shown in THE STATIONER.

"The Book-Shop"

To friends near or distant the kindly greetings of Christmas Time are always welcomed and remembered. No more suitable or convenient messenger can be had for this purpose than the sending of a specially prepared card of greeting—one that carries with it that personal and intimate quality so essential to the spirit of Christmas. Our cards are beautiful in design and the selection is at its best now.

Wm. Tyrrell & Co.



A CONFIDENCE CREATOR



In supplying the needs of a customer the main thing to be considered is the quality of the article you are selling. It is not so much the ability to make the sale but rather the giving and receiving an absolute guarantee, that creates confidence, with the seller and buyer alike.

THE "KOH-I-NOOR" PENCIL

is a confidence creator, as it can be guaranteed with absolute certainty. It is likewise a business getter as the sale of one inevitably brings repeat orders and reduce your sales cost. If you have not already experienced the benefit of handling this high grade pencil—the best made—why not begin now? Made in 17 degrees.

We supply "Koh-i-noor" Pencils and other well-known Hardtmuth specialties. Will be glad to have your orders.

A. C. McCLURG & CO. - Chicago

The Most Satisfactory ADHESIVES
To Stock — To Sell — To Use

Dennison's

TRADE MARK

Glue, Paste, and Mucilage

Many years' experience in the manufacture of our own products,—Dennison Tags, Labels, Boxes, etc.,—all of which require the best of adhesives, has tested and proved the superior qualities of Dennison Glue, Paste, and Mucilage.

Dennison Glue is the strongest glue made. It is perfect for woodwork, for mending bric-a-brac, etc.

Dennison Paste is clear white, smooth, and sweet, sticks quickly, and will not discolor the object pasted.

Dennison Mucilage is made of the best Gum Arabic, sweet and transparent, and will remain so. A first quality medium-strength adhesive.

Our adhesive manufacture is closely watched and often tested by expert chemists. We guarantee a perfect product. You run no risk in stocking Dennison's Adhesives. Their own merits, backed by our extensive advertising, have established a good demand.

IN
DENNISON
PATENT
PIN TUBES

A safe and convenient container.
Pull out the pin and squeeze.
Put back the pin and seal.

IN
DENNISON
CANS AND
JARS

Paste in ½ pt., 1 pt., 1 qt. glass jars. Glue in ¼ pt., ½ pt., 1 pt., 1 qt., 2 qt., gal. cans



Dennison Manufacturing Company

THE TAG MAKERS

BOSTON 26 Franklin Street NEW YORK 15 John Street and 15 West 27th Street PHILADELPHIA 1007 Chestnut Street CHICAGO 62 E. Randolph Street ST. LOUIS 413 No. Fourth Street
OFFICES IN OTHER LEADING CITIES.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY
BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....\$2.00
Six Months..... 1.00
Three Months..... .50
Canada and Foreign Countries per year..... 3.60
Remittances may be made by draft, express or postal money order, or registered letter.

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4603 Beekman Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

The Hershberg Company, Atlanta, Ga., writes: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for 'The American Stationer.'"

THINK OR SINK

The invitation to stop and think issued by the Publicity Committee of the Stationers' Association of New York is one that all business men in the trade should consider as addressed to them. The committee simply asks the New York stationers to *think* on the question of the cost of doing business; it doesn't ask for money or labor, all it wants to know is what items they figure in as making up their cost. As this is easy every stationer in New York should send in his list. If he will even do that much the committee will be well pleased, the object of the inquiry being to find out all the items that ought to be included in the cost sheet of doing business.

With most stationers, *cost* means *rent* and *salaries* of the *clerks*. With some it means these two items, plus light and heat; with a few all the items of a modern scientific cost system are included. These few, however, are the only ones that really *know* what it costs them to do business. And knowing this they know to a fraction of

a cent what they can afford to *sell* for—and that's what a cost system is for: to let a business man know just where he stands, so that if he sells below a certain percentage of profit he knows that his name will be in the bankruptcy list some day. It tells him also that he must get such a percentage to meet expenses, and that all over that is *profit*. If he is satisfied to do business for fun he will sell his goods at prices that will meet expenses. If, however, he wants to have something to show for his time and energy, to say nothing of interest on his capital, he should take each item on the list referred to and determine what sums he pays throughout the year that rightfully should be included in the expense account. This will start him thinking, and that's all the committee hopes for at present.

While the method above indicated will do more good towards enlightening the storekeeper, still the average stationer will never get his eyes open on the cost question till he sets down in a book each cent he pays out and what that cent is for. As his circle of disbursements cannot go over 365 days without embracing all the items it will take just twelve months for the stationer "from Missouri" to be persuaded that an item of, say, a few dollars for shelf boxes should be put down in its proper place on the cost sheet.

To help incite the trade to *think* about costs, we suggest that the bookkeeper of each establishment be instructed to take each item of disbursement since January 1 last and put them down on a big sheet having headings to correspond with those referred to in Mr. Gerry's letter on page 3. This scheme will be illuminating.

As stated above the small stationer who does not bother with books can teach himself cost accounting in one year by charging up, under proper headings, every cent he pays out. By this method he will soon begin to *think*, and that is what the Stationers' Association of New York wants its members to do. If they will only *think* they may be saved—otherwise they sink. Their solution is, therefore, in their own hands.

A man with quality thought does not worry about price. He doesn't have to.

One dollar that is earning interest is more valuable than two dollars that are earning none.

A humble talent that is put to use is worth more than genius lying idle.

ROUNDABOUTS

BY THE TRADE LOUNGER.

A traveler who covers the West is now under the care of Muldoon, the health restorer, at the latter's sanatorium at White Plains, N. Y. His condition is pitiable, as it is evident that his reason is badly shaken. In a lucid moment this week he told the story of an awful experience.

"I was in Boston a few weeks ago," said he, "and while there I thought I'd call up a friend who lives in an outside section of the city called Dorchester. If you'll just imagine a 'phone scene with me as the caller, I'll give you a sample of the game I ran up against.

"Hello, Central.' After about nine minutes Central wakes up and throws this at me:

"It is quite evident that you are not accustomed to using the telephone; if you were you would, in that event, know that Hello and Central are not proper words to use in so doing.'

"What's that—say, Central?—"

"Operator, please.'

"What? Oh, that's all right, say, you, Miss Operator, give me—"

"Do you want to send a message?'

"Do I want? No!! I want to talk—what do you think I am here for!!'

"Do you want to send a message? Gracious, some people are so stupid!'

"Say, you go to h—!!'

"That was all I could stand, so I beat it, mad, weary and puzzled—was I crazy or was that Central a bughouse? I couldn't make up my mind. So after a while I determined to buck the game again. It's a brace game, though, and of course, they get your money, sure. Guess the telephone company knows the Bostonians.

"On being told how I later put two nickels in a box—a funny system.

"Give me Richmond, Party W. Ring 6.'

"Ring 6. Party W. Richmond—What is your number?'

"I don't know, I can't find any number.'

"Is it a pay station?'

"Say, you, give me that number right off or I'll report you to the manager—"

"Please drop one dime or two nickels in the box.'

"I've already put the money in—how many times—what's the matter with you?'

"Can't you read? I never saw anything like it. As long as you are so stupid as not to be able to read, then you must put in another dime.'

"D—n your Boston telephone.'

"Oh, are you not used to telephoning?'

"No, not in this town. I do my telephoning in New York.'

"I see, that accounts for it, I thought you were a *Greenie*.'

[Note by The Lounger. And still we wonder at crime.]

Send us in samples of your window show cards—Others would like to see them.

LIMITED PRICES

The Legality of Fixing them—Legal and Illegal Limitations—Effect on Competition—Making Price Part of the Sale.

By ELTON J. BUCKLEY.

Copyright 1909.

One of the subjects which is at present engrossing all branches of mercantile life, manufacturer, no less than wholesaler and retailer, is the insuring of fixed and stable market conditions by limiting or fixing the selling prices of merchandise. There is a

First, the manufacturer of a proprietary or package product may undertake it by fixing the sum at which his goods shall be sold. He can do this in two ways: Either by compelling the dealer through whose hands the goods pass to sign a contract agreeing not to sell below a certain figure, or he may not resort to a contract, but may make the maintaining of a fixed price a condition of the sale.

Second, a number of retail or wholesale dealers, all of whom sell the same product or products, may agree among themselves to observe certain fixed prices.

As a rule, an effort is made to enforce all these plans by providing a penalty for

public, if not ignorant of the facts, have either not cared to test the matter, or have not known that they could.

The attitude of the law that such combinations are illegal as against public policy dates back many years. I have before me the history of a case decided in 1758 and reported in Lord Kenyon's English reports, volume 2. It reveals the fact that even in that day men's minds were busy with combinations in restraint of trade. The case was brought against a number of salt merchants who entered into an agreement not to sell salt below a certain price, under penalty of £200 (\$1,000). The court held that all the parties to the agreement were



NEW 19 x 97 SIGN OF MABIE, TODD & CO., ADVERTISING SWAN FOUNTAIN PENS. IT IS LOCATED CORNER OF BROADWAY, SIXTH AVE. AND 32D ST., NEW YORK.

general movement in this direction in almost all mercantile lines. The manufacturer feels inclined to limit the wholesale and retail selling prices of his product, particularly if that product is a package or proprietary article, his reason being that under a system of limited prices the profits of both jobber and retailer are protected, and the small dealer is also safeguarded against competition which otherwise might snuff him completely out—the competition of the larger dealer who buys cheaper and therefore, without any sacrifice of profit, can sell cheaper. Retailers also are moving to limit retail selling prices among themselves for the same basic reason—the protection of profits.

PRICES LIMITED IN TWO WAYS.

The limiting of prices, generally speaking, can be undertaken in either of two ways:

violating them. Sometimes this penalty is made exceedingly heavy. The legal value of such penalties has been discussed in an earlier article of this series.

Some of the plans referred to above are legal, some wholly illegal. To show where the line is to be drawn is the object of this particular article.

LEGAL AND ILLEGAL LIMITATIONS.

In spite of the fact that quite a number of retail merchants' associations in various parts of the country, mostly in the West, have for years maintained what they call card prices, binding the members to sell divers goods at certain invariable figures, it can be laid down as a settled rule that all such combinations are illegal. That these associations of merchants have escaped trouble is due simply to the fact that most of their proceedings are secret, and no not reach the general public, or that the general

indictable; "that at what rate soever the price was fixed, high or low, made no difference, for all such agreements were of bad consequence and ought to be discountenanced."

And that substantially has been the policy of the law down to the present day. It is probable that the courts would hold such an agreement illegal even if made to hold prices below cost; it is the control of a factor which should be subject to competition which the law abhors.

WEAKENING OF COMPETITION THE TEST.

The great test of such combinations among merchants is whether through them competition is weakened or suppressed. As the most modern work of reference on the subject says, "all combinations among dealers to suppress competition among themselves are tainted by monopoly." Other

(Continued on page 24.)

LOOK UP!

Stationers, However Humble, Should Aspire to Better Things and Work to Those Ends—Inspiring Instance of Success.

The venturing stationer should not look with dissatisfaction upon his business, no matter how humble his starting, or how small his volume of trade. He should remember that there are the higher rungs of success in his calling, just as there are in others.

The leading stationer of a New England city has but one retail establishment, but

does a great volume of business in stationery, and he has four girls and three men in his stationery department alone. The stationer whom we are describing looked upon his calling as one worthy of his every effort, and that right from the outset. He may have displayed unusual nerve in signing a ten-year lease to a store site that required an annual payment of \$3,600.

GET REPUTATION FOR QUALITY.

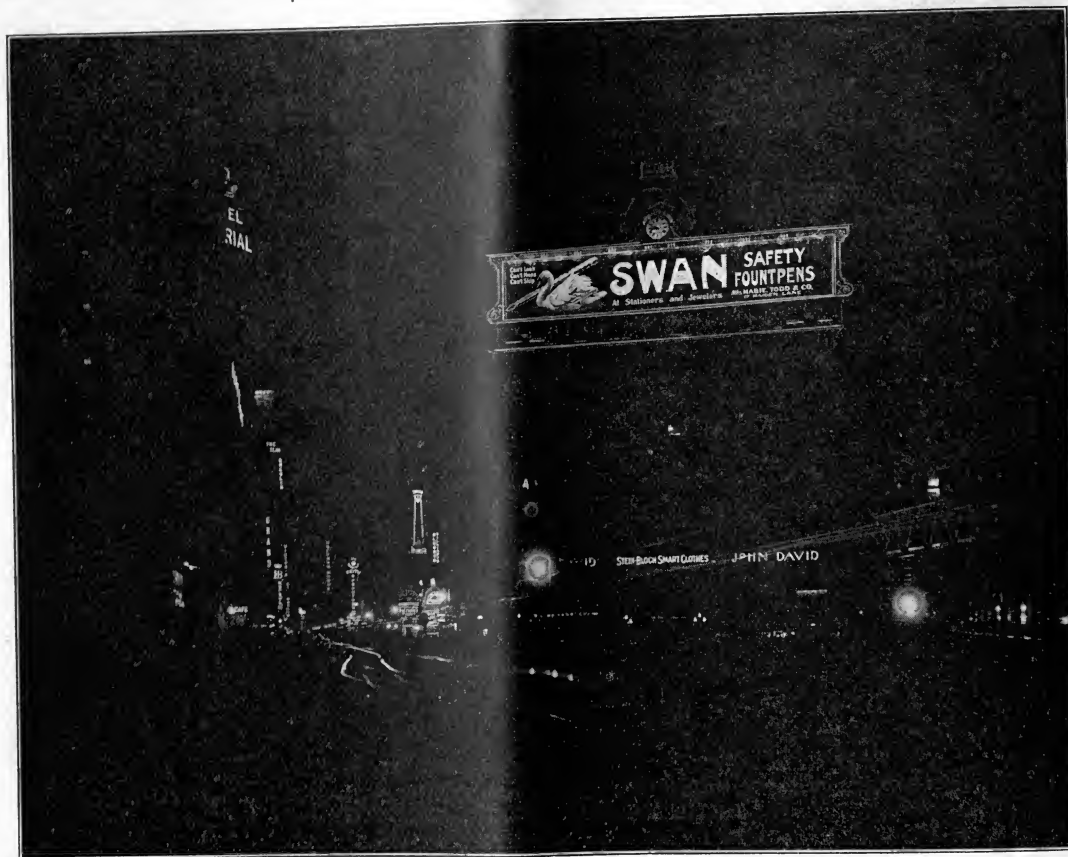
The great and all-important fact in business is this: A business house can build up a reputation for selling goods of the very best quality, and also acquire a reputation for absolute integrity and fair deal-

college courses permit a brief respite for the students to cast longing glances at the passing damsels.

Any struggling stationer, who is conducting things on a humble scale in his little establishment would gain true inspiration by seeing this superb stationery store of New England. Almost all of the representative citizens of the place stop in the store each night for their newspapers; that alone lends a tone of distinction to the establishment.

A Swan Sign—"It's a Bird"

On this page will be noted a very striking sign recently put up in the Great White



"NIGHT-LIGHT" SWAN SIGN, SHOWING HOW IT LOOKS WHEN THE GREAT WHITE WAY IS BRIGHT.

he is brought to his store by a pair of horses and a coachman sits up on the "box." The stationer pays \$3,000 a year rent, and he has one of the choice store sites of a city that reckons a population of 122,000. It is true that this pre-eminently successful stationer has now introduced other departments into his establishment. He transacts a tremendous newspaper business, and the concoctions of his soda fountain have been the "talk of the town" in that New England city for years. This stationer, of course, labored years to get where he is today. There are three efficient clerks behind his newspaper counter alone, and he has about twelve assistants on paper routes each Sunday. This stationer has always considered the handling of pads and pens as his principal specialty. He

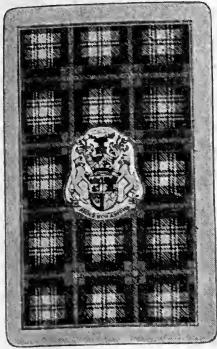
caused it to be a gathering place when the

ing; then the establishment gets to be a byword. If a store does an unusually high-class business, it is looked upon as a "standby" by not only the best class of people to a community, but by the "climbers" who want to emulate their superiors. It may seem absurd to say it, but the writer himself has felt the really great contrast and distinction of buying his evening paper in this fine stationery store here described, as compared to buying a news sheet from an urchin or from a less pretentious place. This unusual stationery store is a rendezvous for college students, refined young ladies, and the more mature people worth while. The young ladies like the soda, and the fact that the store is located on the most prominent corner in the city has

Way, New York, by Mabie, Todd & Co., makers of the well-known Swan fountpens. The great effectiveness of the sign speaks for itself as it is in one of the most conspicuous places on Upper Broadway. It is located high up on the Dime Savings Bank building at the triangle formed by the junction of Sixth avenue, 32d street and Broadway. The sign itself is 19½ x 97 feet, having a purple background with yellow lettering, and the swan, the trade mark of Mabie, Todd & Co., in white. The combination of colors, together with the size of the sign, makes it impossible for travelers along Broadway from 42d to 32d street, to escape it.

The "Swan Sign" is lighted by many reflectors from half-hour before sundown to half after midnight.

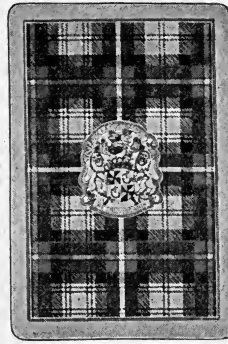
GORDON.



MURRAY.



CAMPBELL.



ROBERTSON.



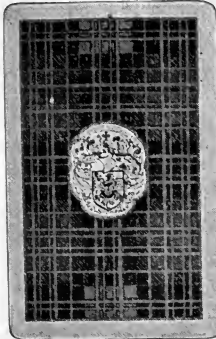
No. 1. BIJOU PLAYING CARDS, GOLD EDGES.

WITH 11 and 12 SPOTS.

Patented, June 30, 1896.

IVORY OR AIR-CUSHION FINISH.

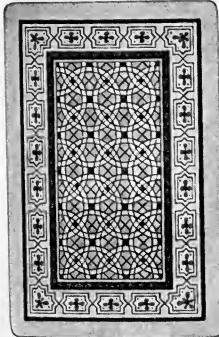
MAC DONALD.



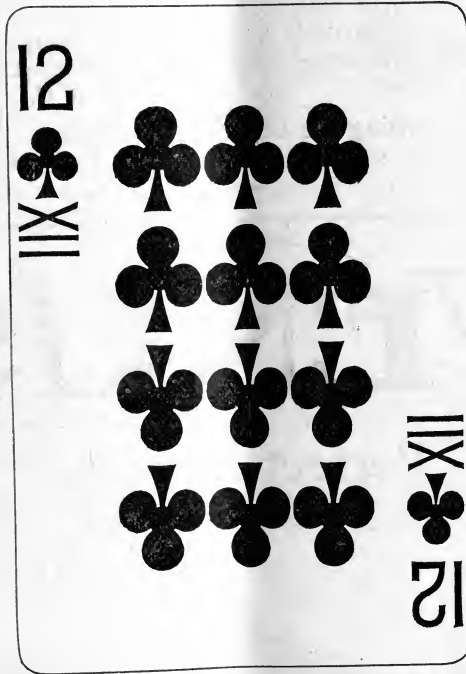
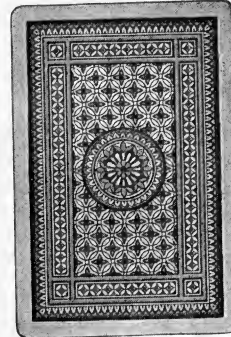
STEWART (PRINCE CHARLES EDWARD).



AUCROAT.



BARONIAL.



ACTUAL SIZE FACE CARD.

New BIJOU now ready—SIX CLAN TARTANS, Gordon, Murray, Campbell, Robertson, Mac Donald, Stewart (Prince Charles Edward), and the two tapestries, Autocrat and Baronial.

U. S. Whist Size—a dainty card—designs in rich coloring and gold.

\$54.00 list per gross, \$4.50 list per dozen.

For those who desire conventional designs we recommend our No. 500. Five Hundred Playing Cards, with 11 and 12 spots.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, U. S. A.

Copyright, 1906, by The U. S. Playing Card Co.

BUSY SCHOOL TRADE

Despite Sultry Days Philadelphia Stationers Are Working Overtime Filling School Supply Orders—H. A. Cohen's Creditors.

(From Our Regular Correspondent.)

PHILADELPHIA, August 16, 1911.—If news were as brisk as the school trade has been despite a week of sultry and rainy August weather—well, the trade would hardly have time enough to enjoy it. But while the customers have come from up-State to put in their orders with personal solicitation for immediate shipments and from all the neighborhoods of the city, trade visitors have been almost entirely absent. So far as routine business is concerned they have had no interest in the town in this between-the-seasons time. But some did call and for very particular business.

H. A. COHEN'S CREDITORS MEET.

A meeting was held of the creditors of H. A. Cohen, a stationery jobber at Sixth and South streets, who recently has been attracting considerable attention from trade circles. For it has been reported, for instance, that lead pencils costing \$1.05 were being sold at \$1 less 2 per cent. and after an 8 per cent. commission had been paid the salesman. Though Cohen was not engaged in business on a large scale, compared to the jobbers generally, he was prominent in the restricted field he operated in, and his difficulties have interested

at least four of the big New York houses, one of them for upwards of \$2,100. No decision has been reached as to the programme that will be carried out.

Harry J. Tyndals, of Eberhard Faber, was among the very few salesmen who came to the city during the week.

But there will be before the week closes two visitors, or rather one, in whom the trade feels a special interest. Mr. and Mrs. Levy, who returned from their honeymoon trip abroad, have accepted the invitation of George E. Mousley to spend the week-end at his cottage in Wildwood. They will tour over from New York to Wildwood by auto on Friday and return sometime next week.

W. P. BINKER UNDERGOES SURGICAL OPERATION.

William P. Binker, formerly the owner of an uptown stationery jobbing establishments, but latterly on the force of George E. Mousley & Co., has undergone a major operation at the Pennsylvania Hospital, and his condition is serious. Mr. Binker had a very extended acquaintanceship among traveling men and was well liked.

Carpenters are putting on the finishing touches to the new store of the Stuart Brothers Company, and removal will soon be started. Meanwhile the extensive renovation in the William Mann Company's executive department are being completed.

E. R. G.

Getting the Best for the Money

The law that governs the decision of man in buying applies to every want of

his life that contemplates possession, said a prominent merchant recently. When he marries, he wants the best woman on earth, and firmly believes he is getting her. If disappointment comes afterwards, it is caused by lack of appreciation of what he has, rather than what he got. When he builds a house he has in mind the best house ever built for the cost. The smoker goes into a store to buy a cigar; from the box handed to him he takes one—always a certain and particular one—a decision reached in the minute that it is the best smoke there. A woman comes into your store to buy a stove. Is it a \$10, \$30 or \$50 stove she wishes? Not on your life, but one better than Mrs. Brown or Mrs. Smith has, or that she herself had last. The carpenter carefully examines the hammers you show him and takes a particular one. The man who buys the saw, who has even made up his mind as to price, balances in his hand, sights down the teeth, puts it down and tries another and perhaps another and makes his choice, and that choice represents to him the best of the three. The farmer buys from you paint for his home, no matter what the price. Don't you understand he takes it because he believes it is good? Certainly not because he thinks it is poor. Your wife buys a dress; you bought the suit of clothes you wear today, not because it was \$20, \$50 or \$100—certainly not. The dress to her and the suit to you represent the best you could find for the price you wanted to pay.

VENUS

Perfect Pencils

VENUS DRAWING AND VENUS COPYING

17 Black Degrees 6B to 9H.

2 Copying Degrees Soft and Hard.

AMERICAN LEAD PENCIL CO.

37 WEST 4th ST., NEW YORK

173 LOWER CLAPTON RD., LONDON

ARE YOU READY

For the Fall Trade

Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch. **Try Our New Monotone Style.**

500 for \$4.⁰⁰; 1,000 for \$5.⁵⁰

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries." Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

"It's to your advantage to send for Samples to-day."



E. C. KROPP & CO.
230 JEFFERSON ST.
MILWAUKEE, WIS.

Manufacturers since 1898

Crayons

"STAONAL"
For Kindergarten, Marking and Checking.

"DUREL"

Hard Pressed for Pastel Effects.

"CRAYOLA"

For General Color Work, Stenciling, Arts and Crafts.

"AN-DU-SEPTIC"

Dustless White and Colored Chalks.

Samples furnished upon application.

BINNEY & SMITH CO.
81-83 Fulton St., New York

"PAPERS OF QUALITY"

Mountain Mill Snowdrift

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface; a relief from Harsh, Hard Surface Bonds.

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MOUNTAIN MILL PAPER COMPANY

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Beecher, Peck & Lewis, Detroit, Mich.

The E. A. Bower Co., Milwaukee, Wis.
F. G. Leslie Co., St. Paul, Minn.
John Leslie Paper Co., Minneapolis, Minn.
Western Penn. Paper Co., Pittsburgh, Pa.
Benedict Paper Co., Kansas City, Mo.

O. W. Bradley Paper Co., St. Louis, Mo.
The C. P. Lesh Paper Co., Indianapolis, Ind.
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A. Hartung & Co., Philadelphia, Pa.
Howard Fisher Paper Co., Baltimore, Md.
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EXPORT AGENTS—A. M. Capen's Sons, New York, N. Y.

1912

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NOW READY



KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.
INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 QUlnee St., CHICAGO

RETAILER-JOBBER

Their Relationship—The Jobber a Necessity as the Manufacturer Cannot Show a General Line.

The address printed below, while dealing with conditions in the jewelry trade should, nevertheless, make interesting reading for stationers, as it deals with a subject that is at present occupying the attention of the stationery trade. The address, which was by R. H. Shuttles, of Dallas, Texas, follows:

THE SUBJECT PRESENTED.

My subject, "The Relation Between the Retailer and the Jobber," is one that I have constantly before me. When I think of my own business I think of the retailer. In fact, we are very much like partners in business. In some respects we might be compared to the retailer and the farmer. If the farmer succeeds the retailer succeeds, and if the retailer succeeds the jobber succeeds; so you can see that, even if from only a selfish motive, the jobber is interested in anything for the upbuilding of the retail jeweler. They are not only our customers but they are our friends. We are dependent each upon the other. In fact, I think the retailer is just as dependent upon the jobber as the jobber is upon the retailer. The nature of the retail business is such that it is impossible to conduct it successfully without the jobber.

THE JOBBER A NECESSITY.

In times past some of our largest manufacturers went direct to the retail trade but found it unprofitable, and they are confining their lines to the legitimate jobber. It is true that some manufacturers still go direct to the retailers, but in most instances it is where they have failed to cater successfully to the jobber. I know that some retailers are led astray by these so-called factory lines, believing that from the very fact that they are manufacturers they can sell cheaper than the jobber, and I want to say that if it is possible for them to buy their merchandise cheaper from this source, they would be very foolish indeed if they failed to do so, but I believe that I can convince you that it is to your advantage to buy from the jobber.

In the first place no manufacturer can successfully manufacture a general line. A man who is a jack of all lines is usually good at none. Again, in order to reduce the cost of manufacturing an article must be produced in very large quantities, larger than any retailer or set of retailers could possibly consume.

As an illustration most of you have doubtless at some time had a factory quotation on emblem pins, at a price perhaps of \$12 a dozen in one-hundred lots, \$8 per dozen in five hundred lots, \$6 per dozen in one thousand lots. So you see that quantity governs price.

It is also a fact that every designer gets into a rut and stays there. You can take any one line and see the designer's face on every article, so if a manufacturer is to quote a retailer the right price, he cannot make a general line, and if he is to accept small orders that you could only buy from a small line, his expense of selling would more than consume the jobber's profit.

There is another thing to take into consideration, and that is a real factory must pay cash for their material, for their labor; in fact, everything that goes into their product, and they must have practical cash for their goods.

JOBBER'S LARGE STOCKS.

Now, with the jobber he shows you in two hours the cream of all the lines manufactured in this country, an assortment that would take you weeks to see through any other source but the jobber. You can buy your gold, your plate, your sterling, your watches and diamonds from one, or, to say the least, a very few houses. While the amount of vest chains you would buy would not justify any manufacturer, yet when you have finished buying all of these various lines the jobber has secured a nice order, and still you have not bought very much of any one line.

Another consideration. You run short of a few items and instead of having to order from one or two dozen different places you can order from one place and thereby save express charges.

We are constantly planning to help the retailer increase his business, offering him advertising suggestions, helping him to keep his stock in proper condition, and even go so far as to wait on his trade when called upon to do so. In fact, in a jobber, you get more for your money than any other investment.

Now, we are thus dependent one upon the other, and there should certainly be no reason why we should not work together harmoniously, and if there should be any differences they can be easily settled.

Some people imagine that they are sick, but it is all in their head. Some people charge their failure to succeed up to some one else. Some people expect through a jewelers' association, or some other association, to go to heaven on a flowery bed of ease, and expect the association to cure all of their ills.

VALUE OF ORGANIZATION.

I think the association an admirable thing, as it enables dealers to get together and know each other personally, and to learn that their competitor, after all, is a very decent fellow.

I recently attended the Wholesale Jewelers' Convention at Chicago and met practically every representative jobber in the United States, and came to the conclusion that they were pretty nice people and entitled to make a living the same as ourselves. Our association is young but growing stronger, and we did not accom-

plish a great deal at this time. We did agree with the leading manufacturers that we would not buy our fall lines before May 1, nor would we show our fall goods before July 1.

In the past there has been a tendency to get out earlier and earlier, and an agreement of this kind was naturally beneficial to all, for it enables the retailer to see more new goods, and it is ample time for any one to buy a fall bill. We also agreed upon uniform cards for all manufacturers, which will avoid the necessity of recarding stock. All in all, I can't state that much was accomplished, except creating that feeling of good fellowship between dealers.

PROGRESSIVE MERCHANDISING.

Mr. Retailer, the jewelry business in your locality belongs to you, and if you fail to get it it is your fault. Don't "cuss" the mail-order houses or the department stores. They are going to get your business if they can. God gave you a brain the same as he did those people, and you are on the ground, which is a tremendous advantage.

I find a great many people criticizing department store methods. Even Mr. Roberts, president of your National Retail Association, in his recent address to the retailers, says: "Some of us jewelers must be born again into the jewelry business. Many of us have fallen into the paths of common, everyday storekeeping, and adopted the grosser methods of the hardware and department store competition and forgotten the high calling and the profession of the jeweler. You cannot run a junk shop and call yourself a jeweler, and expect to have the confidence, respect and esteem of the people in your community. It is not true that many of us have lost our first love for the jewelry business. Our ambition to be a dealer in jewelry, gold or silver has waned, and we have fallen into the trough of commercialism and a common, everyday business occupation."

I do not agree with Mr. Roberts. I think we are all in business for the money we can make out of it. The department stores are the most successful dealers in merchandise that the world has ever produced, and if their methods are successful—emulate them.

JEWELER'S PRESTIGE.

I believe that any consumer would prefer to buy his goods from the retail jeweler, because he believes that they know more about quality, but a great many of them go to other sources because they have an idea that the jeweler is making an enormous profit.

If I were a retail jeweler, I would get a big profit. He is entitled to it. The dry goods man, the furniture man, and even the grocery man get a good profit, but not on everything they sell. I would meet the department stores on their own

EXCLUSIVE PATTERNS

IN
School Bags, Pencil
Boxes and Incidentals

FOR THE SCHOLAR

SPECIALTIES AND NOVELTIES FOR THE
STATIONERY TRADE

A. L. SALOMON & COMPANY

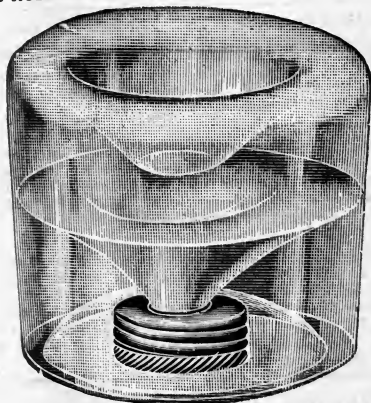
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO.,

93 JOHN ST.
NEW YORK

PEN AND INSURANCE PENCIL

Something that practically every user of a pen or pencil requires, and the better the pen or pencil, the more necessary it becomes



There is still some desirable territory left for jobbers who are not now handling
THE MODERN "B" PEN AND PENCIL CLIP

It helps to insure the safety of the pen or pencil and is a great convenience. The most popular and best clip made.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York
Also "MODERN B" Thumb Tacks, Telephone Tablet, Gem Clips, Etc.

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure. We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

SEND for SAMPLE NON-LEAK, SELF-FILLER on APPROVAL



FITTED WITH
14 Kt. No. 2 PEN

\$8.00
Per Dozen

DURYEA COMPANY, 108 FULTON STREET, NEW YORK

ground. I would have special sales of merchandise on which there is no restricted price, and merchandise that the consumer has a fair knowledge of the value, and I would be certain when they came to my place not to sell them only the special advertised article. I would convince them that I could meet mail-order or department-store price with mail-order and department store merchandise.

LIMITING SELLING PRICES

(Continued from page 21.)

cases pronounced them conspiracies in restraint of trade, and all courts whose records I have seen condemn them and penalize the members wherever possible. There are cases on record in which this principle has been applied against combinations of dealers.

So much for the efforts of merchants to limit selling prices. As has been stated, the manufacturer may attempt it either by requiring his customers to sign a contract not to sell below a certain figure, or by establishing the holding of a certain price as a condition of the sale. The first plan is almost surely illegal, as indeed would be any other form of contract to hold a price. Nevertheless, many manufacturers are following that plan today. One of the largest and most prominent cereal manufacturers in the country has been following it for several months with perfect success, but on complaint of a large New York jobber who had fallen afoul of the limited price, the United States District Attorney for that district gave an unofficial opinion that the contract plan was probably a violation of the anti-Sherman law.

LIMITED PRICES PART OF THE SALE.

At the same time, however, the United States Attorney intimated that precisely the same control could be exercised over prices by making the limited price a part of the terms of sale; in other words, making the maintaining of the price a condition of the sale. The cereal company thereupon changed its plan at once. Nobody could object to the latter plan, for it is fundamental that a man may sell that which is his own at any price he may choose. Unless, at least, he is under some form of legal obligation to do otherwise.

Many courts have upheld a manufacturer's right to prescribe and enforce the price at which his goods shall be sold, and to refuse to sell to any dealer who violates the price condition under which the sale was made. These decisions have been particularly strong in cases where the articles in question were patented, copyrighted or trade marked.

HARTSHORN SHADE ROLLERS ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory. E. Newark, N. J.

Thoughts of an Advertising Man

It is easier to make goods than to sell them. I have been in the advertising business all my life, but it took me some time to find that out. Any man with money can buy machinery and hire men to run it and make goods, but it does not follow that because he can do that he can sell goods.

If I were asked to define salesmanship in one sentence, I would say it is nothing more or less than making the other fellow feel as you do about the goods you have to sell.

The best invention the world has ever seen would have been worthless if the man had not told anybody else about it, if he had not advertised and given the widest publicity to his invention.

Advertising is more than salesmanship; it is salesmanship plus publicity. A salesman can talk to only one or two people at a time, so it might be properly said that salesmanship applies only to the individual, while advertising reaches the public as well, because by advertising you can reach hundreds, and thousands, and millions of people, while the salesman can only reach one or two at a time.

I once heard it said that a man with a little idea always uses big words to express himself, because he wants to surround his idea with as big words as he can, whereas the man with the big idea uses little Anglo-Saxon words to express himself, because the idea is so big it needs no surrounding.

I believe advertising copy should be so written that its first two lines be the attractive feature of it.

No sale was ever made until a man was convinced. He is not convinced until he understands. He cannot understand unless in the explanation he can understand what you mean.

The man in business is so close to it he

does not take the other fellow's viewpoint, so we must give it from his standpoint.

Decency in business as well as in other things is becoming fashionable in this country.—Selections from a talk by Hugh Chalmers in the American Printer.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

A MERICAN, 35, wants position, salesman and window trimmer. Nine years' experience in book, stationery and periodical store. References. B. H. Aigers, 293 Columbus Ave., Boston, Mass.

WANTED—COMPETENT HOUSE SALESMAN and correspondent, with a thorough knowledge of printing, lithographing, commercial stationery, etc. Give references and state age, experience and salary required. M. L. Bath Co., Limited, Manufacturing Stationers, Shreveport, La.

FOR SALE—Interest and management established stationery store; best town in South; an opportunity; three thousand cash or more required. Other interest demanding time necessitates this change. Address South, care American Stationer.

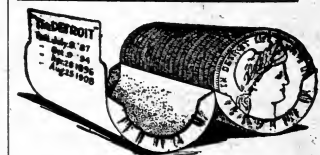
ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

Having sold my interest in the Hoge Mfg. Co.

I want exclusive agency for Boston, New York, Philadelphia, Baltimore and Washington. Am known to retail and jobbing trade.

**Hampden Hoge,
108 Fulton St., N. Y.**

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products free

Write us to-day.

The Detroit Coin Wrapper Co.
Detroit, Mich. Toronto, Ont.

THE NELSON CORPORATION
EXCLUSIVE MAKERS OF EVERY KIND AND STYLE OF LOOSE LEAF BINDING DEVICE FOR THE RETAIL TRADE. RULED AND PRINTED SHEETS FOR SAME. 443 WELLS ST., CHICAGO, ILL., U.S.A.

Jewish New Year Cards

SOLD BY

Thompson Smith Company
263 Fifth Ave. New York

Write for Samples

**Engraved in Hebrew
and English**

PRICE \$2.50 PER 100

Gold Beveled Cards or Folders each in an envelope.

A Short Story for Business Men

There was once a man who possessed a large knowledge of human nature. He had a business, the sort of business that depends to a great extent on its advertisements, and he sat down and considered the matter for a long time. He wanted to construct advertisements that would appeal to the people who saw them, and he wondered how it was to be done.

So he pondered the question, and remembered all that he knew about human nature, and at the end of the time he sat down and wrote out an advertisement, and hired a man to paint it up outside his shop. The man whom he hired had had a good education, and he read the advertisement carefully. Then he put a sad expression on his face, and went to the owner of the shop. "Look here," he said. "This is all very well, but you don't want me to put it up just like this, do you? It isn't right, you know. Shall I put it right for you?"

"My friend," said the man with the shop, "I'm going to pay you for painting up just what I've written. If you paint up anything else, I'll make you pay for doing it. Never mind whether it's right or wrong. That's my business and you are not responsible. Just you slip into your painting, and don't worry me." So the educated painter set to work, and decorated the shop with an inscription that had two words wrongly spelled and one mistake in grammar. And the owner of the shop looked at it, and smiled happily.

The inscription had not been up long before a very particular person came past and noticed it. He was tremendously annoyed, and went in to say so. The proprietor listened to his complaints with deep gratitude, and sold him a number of things which he had not intended to buy.

The children in the schools who were just finding their way about this queer language of ours noticed it, and talked to one another about it. They talked also to their teachers and to their parents. They even took their parents along to it and explained exactly what was wrong with the words on the sign. Their parents were tremendously proud, and went in to buy things that they might have a chance to explain how much cleverer their children were than the man who made the sign. That criminal smiled a secret smile, hired two more assistants, and bought himself a beautiful gold watch-chain.

And so it went on, till he became rich and the owner of many shops and the mayor of his town. At times people would recall his early days and explain how he had triumphed over his lack of education, but he continued to smile. For he had discovered that the world loves a man who, in the words of the old proverb, is a fool and knows that he is a fool, and that it is quite willing to pay for the privilege of being allowed to teach him.—H. L., in the London Daily Sketch.

A MONEY MAKER!

For Every Stationer.

THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

Must Have It

The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

A Great Help

Hunt and Fossil, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Enclosed find draft for \$2 for another year."

Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

Helps to Success

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

Better With It

James Q. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."

ADVERTISING IMPRESSIONS

Much Can Be Done by Stationer and Printer in Helping Educate the Public to the Use of Better Paper.

By CHAS. W. DEARDEN.

In my travels about the country it has been my great pleasure to meet many printers and advertising men in and out of organization meetings, and this, too, in connection with my experience with general advertising, which is really another way of spelling selling. Also I have had to do with the buying of many thousands of dollars' worth of printing, which has naturally, in connection with the above, brought me into direct contact with the printing trade both from the buying and selling end. Naturally I have absorbed and generated some thoughts about the way printers do business. I do not believe my experience is much different from that of many others, but for some reason best known to himself, the editor of this journal has asked me to put on paper impressions that I have gained as to how printers can get into the better work at the right prices. Let me say at the start that I have no axe to grind, but I am in the paper advertising business, and am glad to say it. What I may say a little later about this end of it is what I thoroughly believe, and is actually the same conditions that apply to any other article nationally advertised, and sold by retail stores.

THE PRICE-CUTTER ANALYZED.

Naturally the price-cutter comes in for a lot of unkind words, at least they may seem unkind to him. Now I do not believe that a price-cutter, as he is generally designated, is born as such. I do not believe that he cuts prices straight along for the fun of the thing. Manifestly there is not much fun in it. Price-cutting comes from conditions or imagined conditions. Many times it is because of a lack of faith, of backbone and of knowledge. The first two are caused frequently by not knowing personally his competitors. As much good results from personal acquaintance with each other as from the information that the printer receives from different organizations. Neither is it necessary absolutely, to become personally acquainted to belong to organizations, although this is a natural consequence. Personal acquaintance has a broadening influence that does wonders. If you know a man, even though he be a competitor, you will find he is just as much of a man as you are, and sometimes more. Besides this when you do know a man you may sometimes know why things happen. Also it takes away from your mind the suspicious attitude that frequently occurs otherwise. We are all human, and we are all susceptible to human tendencies. The

writer belongs to several advertising clubs. At the different gatherings he has been very fortunate in hearing some addresses that have been brimful of information, but if I were asked what particular feature appealed to me as being the most valuable in connection with the organization, I would say without hesitation it is the personal element. This applies equally as much to a competitor as it does to those known as the "supply" men. Most of us have the feeling we have to be on our guard when talking with a supply man, when as a matter of fact we are just as liable to be in his shoes the next moment, for we are all in business to sell something. This condition we inherit from the dark ages, at least dark as regards business conditions. It was the custom at that time to "do" a buyer if you could. This, however, is thankfully a dead and gone-to-the-dust method. We get "stung" occasionally, but it is mostly a matter of poor judgment in credit. Business today is done on the principle that we are in business to stay, and that in order to stay we have to furnish the goods we say we have. In other words, the only salvation of the house is to sell honest goods in an honest way at a fair price. Some concerns even go beyond this. They help sell the goods, after they have been sold by them. They do not feel that after the goods have left their hands they have no more interest in them. They want to see that the prices bear a businesslike profit to the retailer, be he a printer or retail store. Naturally their own interest lies back of this, but it demonstrates the spirit of the times.

HOW "REPUTATION" IS CREATED.

Reputation, financially known as good will, is an invaluable asset. Some concerns, without this, would go out of business. This good will has been created by honest goods, fair dealing and advertising. Advertising has not only created a bigger field and made reputation, but steadies prices. It maintains prices and maintains quality; in fact betters the quality in many instances.

You may wonder what this preachment, as Elbert Hubbard would say, has to do with the printing business. As a matter of fact advertising directly and indirectly has much to do with the printing business. Advertising printing has directly created business that was never in existence before, and as a rule it is business of the higher grade. Directly, too, advertising has sold for the printer thousands of dollars' worth of paper. I refer here to the advertising done by the different paper mills, creating a demand for high-grade paper, and at the same time creating the desire for high-grade printing that will require the high-grade paper. Every advertisement that a paper mill puts out is as much an advertisement for the printer as it is for the mill itself. This advertising

is directly affecting the printers' interest because high-grade printing on high-grade paper usually carries with it a price in a higher proportion than merely so much extra per pound for the paper. A man or firm asking for price on stationery or booklets on one of the advertised brands generally supposes such printing will cost him more because, as a rule, the advertisement states that the papers cost more, but the printing is worth more. Many times a desire is instilled in a man's mind for the better things by these advertisements, even though he does not request certain brands, and here, too, is the opportunity of the printer. It is the better things that pay the printer and pay the user, whether stationery or advertising literature. In the end it costs the advertiser less, that is, the consumer, and is, aside from the better profit for the printer, a better and more satisfactory business. If those printers, who are continually making a life study of how to get their figures down to nothing, would spend a part of their time in inducing a customer to use the good things, they would find the printer's life is not so full of thorns as they usually think. And if all printers would make an effort in this same direction, telling a concern why they should use the better things, every branch of the business would be better.

COST OF ADVERTISING NOT ADDED TO PRICE.

Just because you see a paper advertised in one of the national publications of general circulation, you do not want to think that the cost of that advertisement is added to the paper. We haven't the space here to discuss the "cost" of advertising, but anybody who has given this matter sincere thought knows that on account of the increased field and the larger distribution that any article of merit can be sold at even a lower price than an unadvertised article of the same grade, or a better quality can be sold at the same price. And besides this, the advertising guarantees the quality of the goods, for in the long run it is only the right goods and the right price that keeps the business.

I am not making a plea here for the advertisers of the better classes of papers, but it is for the better business and better printing and better prices for everybody. And as far as that goes, why should I not put in a plea for those concerns who are spending thousands of dollars each year creating a desire for better printing? Particularly, when it is for the direct interest of the printer? Why isn't it for the interests of the printer himself to tell Mr. Manufacturer of Kantleak Kettle it is for his interest to use such and such a paper for his stationery and his printing? Isn't that printer putting in a good word for himself at the same time? Doesn't that manufacturer know at least a little about that paper? Hasn't he seen it advertised in some of the magazines? Of course he has. He is not blind. Many of the wide-

Franklin Paper Co., } **Manufacturers of**
 HOLYOKE, MASS. } **INDEX BRISTOLS, WHITE BRISTOL**
 } **BLANKS, Etc.**



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
 Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

If it's Anything in the Line of
Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation
BOSTON, MASS.



In White and Colors *Unexcelled for Blackboard*

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical,
 free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
 DANVERS, MASS.

Window
Displays

of inks and adhesives can be used
 to distinct advantage in boosting
 your sales of these much needed
 articles.

All

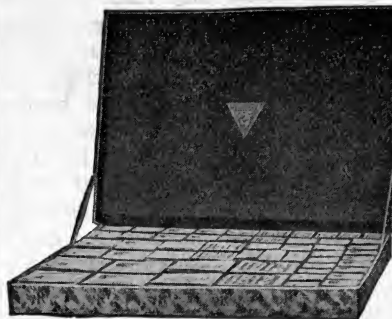
Carter's Inks

Mucilage and Paste

packages are put up as attractively as
 possible with labels and general appearance intended to
 help the dealer realize a quick return on his money.

Carter's Writing Fluid

The best general ink for Office and Home.



CALENDAR
PADS for 1912

"THIS LINE OF PADS IS
 THE MOST BRILLIANT IN
 ITS COLOR SCHEME OF
 ANY THAT WE HAVE
 MADE. IT IS NOT GAUDY,
 BUT BRILLIANT, WITH
 THE HOLIDAY TOUCH
 THROUGHOUT. THE COL-
 ORS WILL HARMONIZE
 WITH ANY BACK-
 GROUND, AND THE GOLD
 WORK BEING HOT
 PRESSED WILL NOT
 TARNISH. WE HAVE
 FOUR ASSORTMENTS, AT
 \$1.40, \$1.80, \$2.75 AND \$5
 EACH. THESE PADS ARE
 ALSO SOLD IN BULK.
 SEND FOR SAMPLE
 FOLDER SHOWING
 PROFIT ON THESE
 GOODS."

TRADE MARK



awake men read advertisements in the magazines before they read the contents, because there is many an interesting story told there, and told in the majority of instances for his and your benefit. Suppose he thinks he does not want a high-grade job, it will not do you any harm to tell him why he should use it. In fact you could hardly advertise yourself to better advantage. You can easily enough tell him you can give him a paper that sells for half the price, and at the same time cut down your own profit. The mere fact that you mention a high-grade work will get under his skin sufficiently to make him think there may be something in what you say, and the more you say it, and the more you believe in it yourself, the more you are going to make him believe it too. The chances are right after you tell him he will pick up a magazine either at the office or home and find an advertisement saying why he ought to use good paper and good printing. After a while he is going to take a "chance," as he expresses it, at some good work. Then it is very seldom he will go back to the cheaper work, except where cheaper work can be used.

ADVERTISED BRANDS HAVE STANDARD PRICES.

To go back again to the steadying of prices by advertising. You know yourself that the advertised brands have a standard price fixed by the makers. These are fair prices, and represent nothing more than the value of the paper. Competition is too keen to permit of fictitious prices, and no manufacturer is foolish enough to jeopardize an advertising campaign by putting a price on the goods that would represent more than the paper was worth. This fixing a standard price puts you and your competitors on exactly the same basis. It is not like figuring on Honest John Bond ranging anywhere from three cents to ten. Even if you have the low price for the paper you commence to shave on your own part of the work, thinking that so and so may have a better price yet. A standard price fixed by the manufacturer helps to stiffen and maintain prices even after it goes beyond their hands, because you know that nobody can get the paper a bit cheaper than you can, and an advertised brand as stated above generally carries with it a high-grade job which the buyer expects to pay for, and not have given to him.

Frequently a printer can work up a good job from a cheap one. Very few men when asking for price on a job will say, "I want this, the best you can give me, and price is no object." Once in a while a printer will run across this rare species, but they usually have time to recover from the shock before he finds another one. Ordinarily it is, "I want this job as cheap as you can make it, and I want it this afternoon." Then there are, of course, the men who make a study of their actual

needs, asking for a good job at a fair price, when the job calls for it, and a cheaper job at its proper price when this is called for. These are usually the advertising men of the larger concerns, yet, too, occasionally these men can be told something about printing to their advantage.

CHEAPER PRINTING AND CUT PRICES.

The cheaper printing, however, as given in the second instance, is where the cut prices begin and thrive on. In order to overcome the tendency of the consumer to ask to have a job given him means education. Education takes time, but is worth all the time you can put to it, for once you get such a man it is pretty sure to be good business for you in the end, because he will appreciate, as a rule, what you have done for him. One good way to start a concern in the right direction is to suggest something better than what he had in mind. Give him a figure, of course, on what he has asked for just the way he wants it, but work up a dummy on better paper, better bound, nicely laid out, and in fact put some style in the job so it will be attractive to him. If it is attractive to him it will be attractive to other people. Then tell him what such and such a job means to him, and that is real advertising, and not an attempt. The chances are, in your experience you have picked up enough actual examples of what good printing will do that you could tell him. The same general process can be carried out in stationery. Do not get up too expensive a dummy, both on your own account or for the effect it has on a customer. I know from my own experience in buying that if I see too elaborate a dummy I am sort of scared off, thinking that if I take it I will have to pay for a lot of work in preparing the dummy, and also pay for the idea. There is nothing in the world that will scare a man quicker than paying for an idea. Ideas are scarce, and worth lots of money, but it is hard to cash in on them, particularly when a man has got to choke down something else with them, such as your better job.

GOOD WORK MEANS BETTER PRICES.

In beginning on better work at fair prices, it is a good deal in working yourself up to it. You cannot expect a customer to wake you up or ask you to show him something better than what he had in mind himself. You have got to sell good work to yourself first before you can sell it to somebody else. I don't mean by good work, elaborate pieces that are gotten out by the big concerns in the country who have every facility from a score of artists to the best-equipped bindery, but on good, dignified work that any plant can do if they will make up their minds to it. It is not much to get up a dignified office heading, particularly if you will back it up with a good sheet of paper. It is not much

to get out a nice little booklet or folder, but they mean an awful lot. It is a good deal easier to do it now than it was even a half-dozen years ago, because people are waking up to the fact that they need good work. They see a lot of it themselves, and a comparison in many instances goes a long way. You will say, of course, that they all want good work, but do not want to pay for it. This is where your own backbone comes in, if you have one. If you haven't one of your own, or even if you have, join some board of trade to help you out. You will find men there who are getting prices, and you will not find it is any secret either. They know exactly what it costs them to produce a job. It is a wonderful thing in stiffening a backbone. If you actually know it costs you \$25 for doing a job you are not going to sell it for \$20, but if you only know what the other fellow bids on the job from what the customer tells you, you are not going to have much backbone because you will be thinking, "I can do it as cheap as Half-Price Printing Company can, and probably cheaper."

KNOW WHAT IT COSTS TO DO BUSINESS.

If a customer knows you know what it costs you to do printing he is not going to be half so apt to try to beat you down as when he knows you are only making a guess. No business concern of any standing at all who is worth your credit wants you to lose money on the work you do for him. There are concerns that you probably know of from your own experience who shop around to a dozen printers for prices on the smallest job in the hopes that they will find somebody who will give it to him. If they do find such, and sometimes they do, it is usually a shop that figures jobs by guessing, and not from a live, reliable cost system. If they had such there would be no jobs given away, and it wouldn't be long before these concerns would cut their list down to three or four printers; sometimes to only one when they found a concern they could rely upon.

It is not to be expected that everybody in a city will join an organization for the betterment of the trade and themselves, or even accept the good offers that are made in selling cost systems for practically nothing. For even these people, who are bound and determined to stand on the outside against their own best interests, are going to ask for higher prices when they see others doing it. By higher prices, I mean fair prices; prices that cover cost of production and reasonable profit. I do not mean to infer that everybody outside of an organization is a price-cutter and has no cost system, but those who do not are pretty sure to be on the outside.

ALL AN INDIVIDUAL MATTER.

I firmly believe, however, in the matter of good work at a decent, fair profit is



Write for Dealer's Prices on Full Line

most economical paste on the market.

Our prices to dealers will interest you. Write for them.

The reason that Consumers always come back for *more* of

Day's White Paste

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystallize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

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Packed in colored lithographed metal boxes at very low prices.

Have you a stock of this new and unusual line on hand?

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OLDEST AND LARGEST LEAD PENCIL FACTORIES

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GOLD EDGES WHIST SIZE
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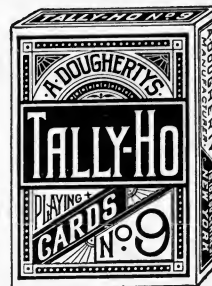
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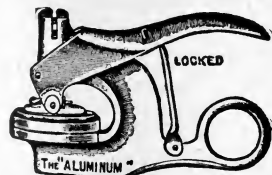
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A valuable coupon in each pack

Good Assortment of Designs



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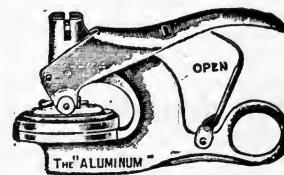


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SIZE OF DIES 1 1/8" DIAMETER



Sold by All Up-to-Date Dealers, or Write to

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largely up to the individual himself. I also believe it is not such a job as many suppose. A man who says his class of trade will not permit him to get the better work just hasn't the desire or gumption to go after it. I also just as firmly believe, as stated in the first of this article, that if a shop will work with the mills that are doing such good work in the advertising line, they will serve their own interests best, and get the kind of work they want. Advertising papers to consumers has really just started. It is the hardest kind of educational movement, because paper is to many people a mystery, and if printers in general will take hold and back up the educational movement they will find it a paying proposition. Anyway the advertising already done has sold considerable of the advertised brands. It could sell a lot more if the printers would only see what it meant to them. Many, of course, are at it now, but if these who are continually howling about no money in the printing business and you can't get good prices, would take hold and talk good work, and get a good cost system there would not be the conditions that now exist that many complain of.—From the Master Printer.

An "Apache" Queen

The "Apaches" of Paris are "more or less organized bands of street ruffians of the lowest type," with their own laws and customs, and an argot almost unintelligible to the French themselves. Their women are more prepossessing and intelligent than the men, and hence are even more dangerous, luring to their destruction the intended victims of robbery and murder.

The story of one of these women and of her companion is told by Alice and Claude Askew in "Two Apaches of Paris." (Rickey & Co., \$1.25.) The authors are nothing if not versatile; they have shown themselves at home with the Boers of South Africa, the narrow life of a New England homestead, the English aristocracy, and now the underworld of Paris.

The queen of the Apaches, Zelig la Coulevre, is the heroine of this highly sensational tale. Her snakelike fascination captures all hearts, and, like the daughter of Herodias, the witchery of her dance means death, for her triumphal way is strewn with victims.

As may be guessed, the story is far from pleasing, but it is told with spirit and will hardly fail to hold to the end every one who begins it. One could wish that the faithful friend of the Dobbin type might have had his own happy romance, but room is left for hope. Those who care little for probabilities and much for melodrama will be glad to fill an empty hour with the "Two Apaches of Paris."

Send us in samples of your window show cards—Others would like to see them.



A Standard That Serves the Customer

WE have made the word "standard" to mean more than mere sizes and styles of blank books. Our B. & P. standard line meets almost every requirement imaginable for business record books. The dealer who pushes this standard line, is bound to establish a high standard of success for himself.

Boorum & Pease Company

HOME OFFICES Bridge, Front & York Sts., Brooklyn, N. Y. FACTORIES Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS
109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.



"The Greatest Loose Leaf Line Ever Furnished the Dealer!"

YOU will say this when you see the new B & P STANDARD Loose Leaf line which will be ready for you in September.

☞ You know the "S & T" (Sieber & Trussell) line already—universally recognized as the finest QUALITY line on the market. In buying this line outright, and combining it with our own "STANDARD" LOOSE LEAF line, we've given the dealer a magnificent "air-line," so to speak, from the shelf to the cash-drawer. A STOCK line that will take the place of "specials." The BEST variety of stock sizes. Styles to suit the customer no matter WHAT price he wants to pay.

- ☞ And a line that he'll be GLAD to buy at the prices, too.
- ☞ Wait for it. DON'T THINK of buying till you see it.

Boorum & Pease Loose Leaf Book Co.

MANUFACTURERS OF

"Standard" and "Sieber & Trussell"
LOOSE LEAF DEVICES

MAIN OFFICE 109-111 Leonard St., New York FACTORIES Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS
109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

Notes on New Books

Blades and Hearts

"Sir John Hawkwood: A Tale of the White Company in Italy," by Marion Polk Angellotti (R. F. Fenno & Co., New York, \$1.20), is a romantic story of the good old swashbuckler and beautiful-lady-in-a-rose garden style. Just a sentence or two will show what may be expected in this very acceptable tale of love and war:

"He fought well, Ranucio del Torre. He was a base man and an evil man, but never did he meet with greater skill and courage than his. From the moment that our blades crossed I knew I was pitted against a marvelous fencer—and every moment I was growing weaker." And again, "The sight of her upturned face made me shudder. She was an evil woman and I had borne her no love, but I could not doubt now that she had lost all that made her life worth living."

And again, this passage near the end: "Your tongue will wag less bravely when you have had a taste of the wheel," he growled. I shook my head, "Come, I have two gold coins left in my pocket."

"Once Upon a Time—"

Since the old stories of "Snowdrop," "Cinderella," "Beauty and the Beast," "Jack and the Beanstalk," "The Ugly Duckling," and "The Sleeping Beauty" are well beloved by virtually every imaginative child, it seems wise to have them grouped together in an attractive volume, "Favorites from Fairyland" (Harpers, 35 cents). And the fact that each of the stories happens to be the favorite of some people of note—among them Jane Addams, Henry van Dyke and Hamilton Wright Mabie—makes the title even more in keeping.

The compiler of the little book, Ada Van Stone Harris, offers in her preface as further justification for her selections the statement that ". . . they are the outcome of many years of practical experience on the part of the editor as classroom teacher and supervisor of primary grades." It remains only to be said that the adaptations are made with discernment and that the six illustrations, by Peter Newell, are done in his usual inimitable fashion.

"Us Fellers" in Ohio

Dr. William H. Venable, whose several volumes of history, poems, sketches, and essays have given him an honorable place among the authors of the Ohio Valley, has drawn a very charming picture of the conditions under which grew up the boys and girls of seventy-five years ago in his new volume, "A Buckeye Boyhood." (Cincinnati: Robert Clarke Co., \$1.25.)

His new book is an account, in a style of veiled autobiography, of social conditions, as they appeared to a lad, in the Miami Valley in the fourth and fifth decades of the last century. His father was a farmer, apparently rather well-to-do for the time and the region, and the boy roamed the woods, went to school, made a trip, of marvelous experiences, in a covered wagon to Cincinnati to sell farm produce and buy merchandise, did as much work as was good for him, listened to good reading around the fireplace on Winter evenings, took part in debating societies, read "Uncle Tom's Cabin" as it came out serially in The National Era, attended political meetings, and, in his later teens, entered with zeal into the political strife and excitement of those wonderful midyears of the last century.

Those Isles of Unrest

Capt. T. J. Powers, of the United States Army, writes a readable enough novel, if one does not demand too much of fiction, in his tale of army life in the Philippines. "The Garden of the Sun." (Small, Maynard, \$1.25.) Most of the action takes place in the town of Jolo, with now and then a reach further afield in the domain of the Sultan of Sulu. Army officers and their wives, some rich New Yorkers on a trip around the world in a yacht, a troupe of show folk and natives are the people of the drama.

Primarily, the book is a love story, the grand passion developing early in the tale between the lovely lady of the yacht who is the wife of a drunken and disreputable millionaire, and a taciturn, capable army captain stationed in Jolo.

On the whole, it is a spirited story although the author has trusted far too much to the conventionalities of fiction instead of trying to form his men and women out of fresh material. When here and there he forgets the world of books and trusts to his own imaginative and creative power he touches his people into life. Presumably, Captain Powers knows what he is writing about when he makes his army officers in the Philippines such an amazingly bibulous lot. Have all the warnings as to liquor in the tropics been lost on the trade winds between the Golden Gate and our Spanish isles?

Chivalry a la Mode

The joyously absurd and childlike things that ordinarily staid and sensible adults do when they go forth upon a Winter holiday and feel the intoxicating effects of mountain air and of surroundings of ice and snow gave Max Pemberton the idea for the

title of his new novel, "White Motley." (Sturgis & Walton Co., \$1.30.)

A Winter resort in the Alps filled with a merry, happy-go-lucky crowd of people is the scene of the story. The fun is fast and not a bit frozen, in spite of the cold, and the crowd constantly troop about skiing and tobogganing and yodling and feeling itself, notwithstanding its variety of ages, to be individually still in its teens. Among them is a young man who is there on very serious business. He has invented an entirely new kind of an aeroplane, and he means to try for a ten-thousand-pound prize offered by an English newspaper for a circling of certain of the peaks and a flight down the Simplon Valle. A good many chapters are devoted to him and his exploits, and very good reading them are, too. They make his experiences and his feelings quite graphic and thrilling.

The story is written in much better taste and upon a higher level than has been the case with some of this author's novels in the past.

The Tales They Told!

An enlivening, if uneven, collection of tales, strung together in the manner which has been followed by eminent authors from the time of Haroun-al-Raschid, is contained in a volume called "Yellowstone Nights," (Boobs-Merrill, \$1.25), which bears upon the title page, as author, the name of Mr. Herbert Quick. Mr. Quick is a versatile man with his pen, and writings of divers sorts and conditions have appeared over his signature. A few years ago he composed a romance of aviation, one of the first of its kind and one of the most airy and amusing, which he called "Virginia of the Air Lanes."

The present stories show something of the same spirit. They are supposed to be yarns related by a party of tourists in the Yellowstone Park, seven men and a bride, including the driver, who has been in his time a cowboy. Others of them are a professor and a colonel and an artist and a poet, and a hired man. The drift is satiric and the method is extravaganza—suited the type of satire and the style of extravaganza to the narrator. For instance, the bride tells the story of her life, with the groom for hero, and accomplishes her task with many shrewd and quaint touches and engaging use of the slang which nice young things pick up from their fathers, brothers and other masculine acquaintances.

Dialogues for Adults

If Ibsen could be imagined as collaborating with Anthony Hope on "The Dolly Dialogues," possibly the result might have, in some way, resembled Arthur Schnitzler's "Anatol." (Kennerley, \$1 net.) As "paraphrased for the English stage," by Granville Barker, these dialogues are very sprightly reading—though they are in no sense intended for the ubiquitous young person.

Anatol is a Viennese bachelor of evident

wealth and social position. He is a philosopher who takes himself rather seriously, whose excursions into the regions of sentiment are numerous and brief-lived. Schnitzler knows the type, and deals with it in a vein of good-natured satire. Yet the dialogues are not exaggerated into caricature; the author is far too clever and far too deeply in sympathy with every manifestation of human nature to deal so crudely with these vagaries of the wandering heart. At times his satire is a bit mordant, and there is a sting in his humor, but, on the whole, one is able to laugh with a frank enjoyment which leaves no bitter after-taste.

It is true that Schnitzler's work is sophisticated. He deals with life as he sees it, and banters gayly with many things which our Anglo-Saxon prejudices are in the habit of wailing over or completely ignoring. There is nothing of the Puritan in his composition. But it is impossible to read this sequence of dialogues without admitting that the man is, in his genre, an artist and a thinker.

"The Queen's Fillet"

As is the electric light to the moth, so is the French Revolution to the writer of fiction. One after another its fierce light calls and blinds them, and they singe their wings at it, until they learn better. For, until they have acquired experience in their art and some humbleness of spirit, they cannot appreciate the fact that in its vast, eruptive

fires the mere personal interests with which fiction must mainly deal shrivel to the point of vanishment, and the flames of personal emotion pale and flutter and become invisible.

Canon Sheehan, however, has suffered less from the domination of his material in "The Queen's Fillet" (Longmans, Green & Co.), than has been the fate of many an author who has attempted to make that volcanic outburst the setting of an ordinary human drama. For his imagination is more intellectual than emotional, and needs to borrow warmth and color from its surroundings. His story is concerned with the fortunes of a young French nobleman who, although an eldest son had been forced by his father to step aside from his rightful inheritance of lands and titles and prepare for the priesthood. Fleeing from the college, he makes his way to Paris, ardently espouses the cause of liberty, fraternity and equality, and becomes a captain of the National Guards. He befriends the royal family and takes part in their plans to escape. After Marie Antoinette's death he buys from the executioner the fillet that bound her hair, and many years afterward he makes use of this relic to persuade the queen's daughter to save the life of his own child.

Another Bangs Book

Jack, upon waking early, found his once sunny window obscured by a heavy growth

of leaves, and, on dressing rapidly and going into the garden. " * * * was surprised to find a splendid beanstalk sprung up during the night, and, what was still more wonderful, still springing, moving rapidly upward like the escalator he had once seen upon the elevated railway in New York when with his father he had visited that wonderful city to inspect the spring and autumn styles for the haberdashery. * * * 'All aboard for Ograveville!' cried a squeaky little voice from behind one of the branches. 'Step lively, please! All aboard!' Jack * * * seated himself astride one of the rapidly rising tendrils and soon found himself soaring in the upper air, far, far above the earth, upon what he came subsequently to call his 'Aero-Bean.'

No, this is not a selection from the nursery classics, but from John Kendrick Bangs's revised version, the child's book of fairy tales brought up to date for adult readers, and officially known as "Jack and the Check Book." (Harper & Brothers, \$1.) Nobody else can get or give as much pleasure out of an anachronism as this same J. K. B., and the fascinated reader follows the interventions of the United States Fairy Company and the Fairies' Aid Society of America in the operations of Frenzied Finance with an almost juvenile satisfaction.

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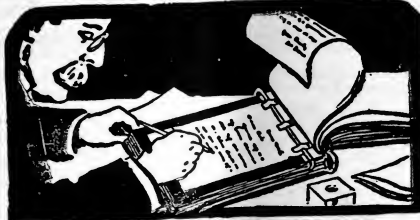
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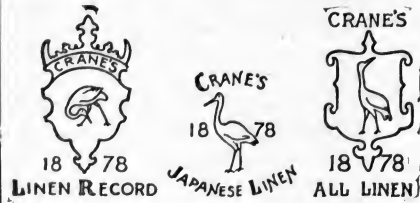
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